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CITY OF ANNAPOLIS, MARYLAND
WAYFINDING AND SIGNAGE PROGRAM
WAYFINDING ANALYSIS
November 14, 2012

City of Annapolis, MD

merJe

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SECTION 1: INTRODUCTION



Cities and towns of all sizes and aspirations understand that the reality of today's economy and the high level of competition for the public's attention demand a clear and distinctive identity. Wayfinding programs promote a city's identity, make it easier for visitors to find their way and enhance the overall visitor experience. Through this project, it is clear the City of Annapolis understands that communicating a consistent message to their visitors and residents is a key factor in reaching their economic development goals.

Even though The City of Annapolis is small (under 7 square miles) there is a lot going on in this historic and vibrant city. The downtown is a hub of activity that centers around the State House and other historic sites, shopping and dining, the City Dock, and the U.S. Naval Academy. These attractions bring both local and international visitors to the City.

Being a small, historic city with small streets and traffic circles, it will be important to focus on wayfinding issues related to parking. There are plenty of garages in the downtown area, but many are under-utilized. There are also public and private transportation options in the City that will be explored in this analysis.



INTRODUCTION

PROJECT GOALS

- Help visitors navigate to their destinations as easily as possible.
- Increase the functionality of wayfinding in and around Annapolis.
- Develop wayfinding solutions that assist in identifying and direct to Parking.
- Create a wayfinding scheme that reinforces the City's brand and position as Maryland's State Capital and an International Port.
- Integrate the Circulator and Water Taxi services into the Wayfinding System.
- Coordination of wayfinding and tourism tools, including signage, technology, and hotel staff training.
- Coordinate and build consensus with the stakeholders, approving agencies and community.

INVENTORY & EVALUATION OF EXISTING SIGN PROGRAM

- Inventory the existing signage program—create GIS database.
- Does existing system meet MUTCD Technical Criteria?
- Is the information and sequencing appropriate?

STRATEGY

- Approval process
- Criteria for destination inclusion
- Management and maintenance plan

WAYFINDING ANALYSIS

- Outline potential wayfinding tools (signage, technology, transportation enhancements, tourism tools, etc.).
- Analyze existing physical conditions (city gateways, circulation, parking, pedestrian connections, etc.).
- Prioritize recommendations.

CONCEPT DESIGN

- Research Annapolis, its history, characteristics, community, design vernacular and aspirations.
- Develop schematic designs for a comprehensive and consistent wayfinding program.

COMMUNITY INPUT

A key task associated with the project is building consensus among a diverse stakeholder group. Interviews with a variety of stakeholders have taken place to help gather information about Annapolis. Topics design and image issues as well as functional and administrative concerns.

BUDGETS / PHASING

Consider budgets for the various wayfinding tools and phasing plan/priorities/partners.



OBJECTIVES AND PHILOSOPHY

OBJECTIVES:

To create and implement a user-friendly and visible navigational system that will guide visitors and residents to and from Annapolis destinations.

To market the assets of Annapolis, including historic sites and tourism attractions, government buildings, shopping and dining, the City Dock and the Naval Academy.

Support unified messaging for the City of Annapolis that can be reflected in the wayfinding signage and carried throughout other aspects of the City's marketing efforts.

To enhance the success and market potential for arts, entertainment, outdoor recreation, and other tourist sectors that build on core Annapolis assets.

To help direct visitors to Parking Garages/Lots, The Naval Academy, the City Dock, the State House, The Visitor Center, Shopping Districts and other destinations from Annapolis's major arteries, as well as ease pedestrian wayfinding issues within the downtown core.

The system should address the many special events held in the city, assist non-English speaking visitors through the use of pictograms, capture the overall historic character of the city and honor the prestige that comes with being Maryland's State Capital.

PHILOSOPHY:

CREATE AN IDENTITY

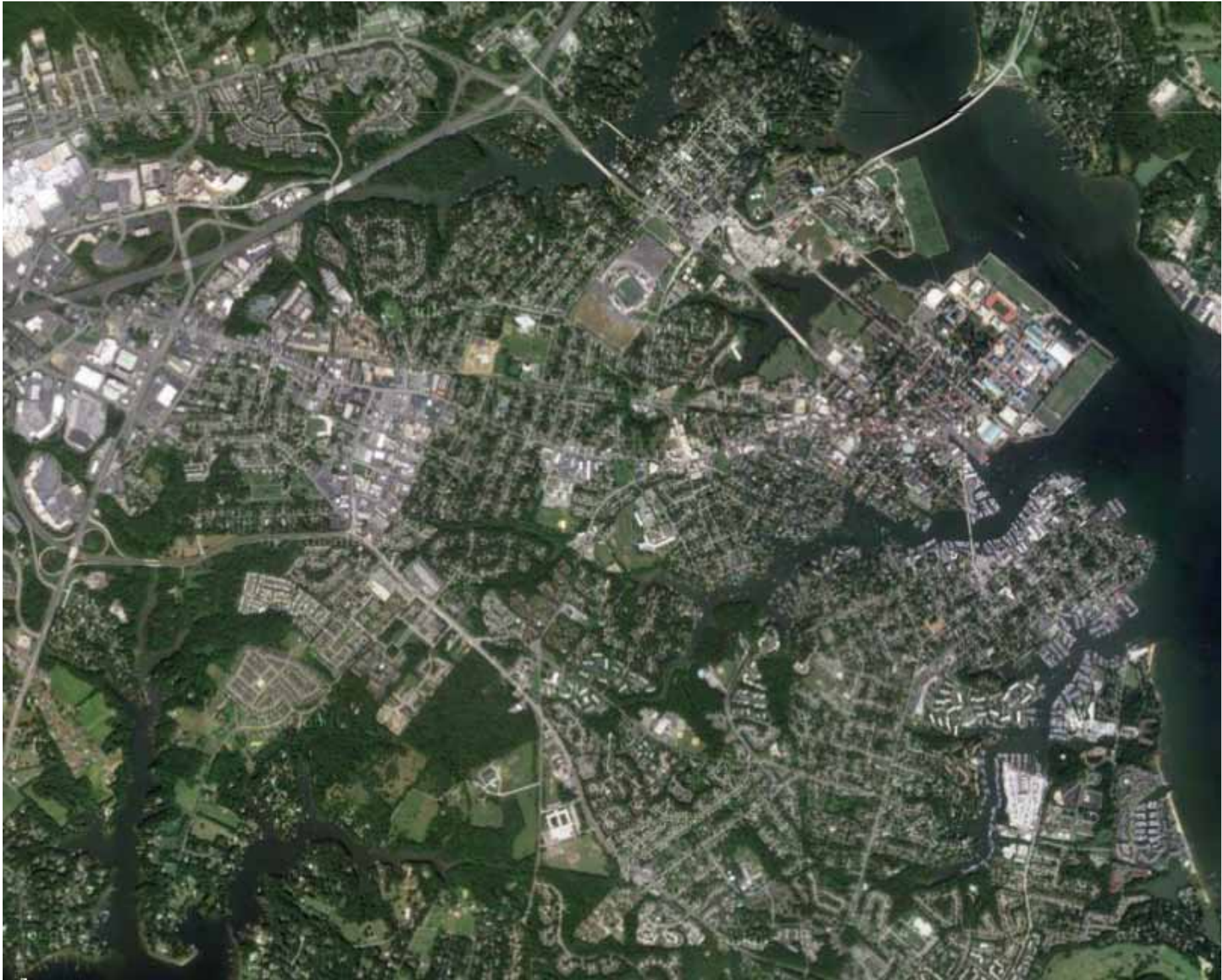
- Provide visitors and residents with a sense of place and enhanced environment.
- Create a first impression that the City is organized, friendly, safe and caring, and full of things to do.
- Cast an image consistent with the diversity that makes the City of Annapolis a welcoming and unique destination.

MARKET THE ASSETS OF THE CITY OF ANNAPOLIS

- Aid visitors in discovering "the little jewels".
- Signs validate that a destination is worth visiting.
- Present the City at a human scale.

BUILD RELATIONSHIPS

- Promote teamwork among the participants to reach the goal.
- Build consensus to aid the approval process.
- Address the different criteria presented by each destination.



OBJECTIVES AND PHILOSOPHY

CONTINUED

WAYFINDING PRINCIPLES:

The following wayfinding principles have guided our process and recommendations:

1. The system is intended for first-time visitors and residents alike.
2. First impressions and perception play an active role in determining the best route of travel.
3. The best route may not be the shortest or quickest.
4. Terminology must be kept short and easily understood by a visitor.
5. Direct to the “front door” of a destination.
6. Departure routes are equally as important as arrival routes.
7. Promote economic development and the assets of the City of Annapolis by making connections between destinations.

ECONOMIC IMPACT: RETURN ON INVESTMENT

Wayfinding creates “repeat visitation” by increasing awareness of the depth of destinations.

CAMDEN NJ - WATERFRONT

30% increase in visitation since installation of their wayfinding program in 2003. Secondary Destinations tend to see the greatest benefit.

ASHEVILLE CONVENTION & VISITORS BUREAU

Of 4076 people surveyed:

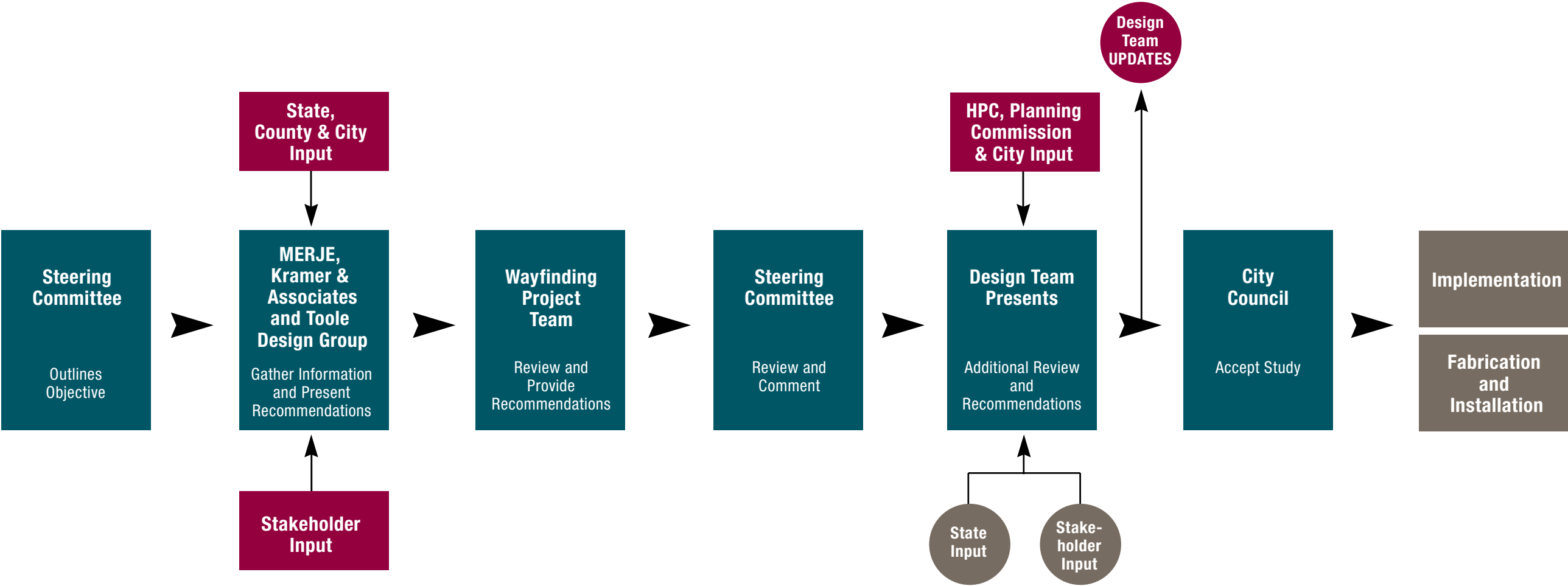
87% responded that they would explore further if signage and kiosks provided direction to additional attractions.

11% stated they would extend their trip by one additional overnight night stay, if new or additional destinations were discovered.

11% of visitors = 85,241 additional overnight stays in three year period.

70% stated they would consider extending their trip.

PROJECT APPROVAL PROCESS



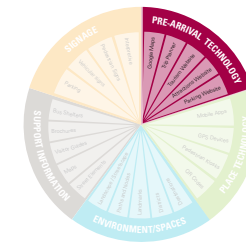
SECTION 2: WAYFINDING TOOLS

WAYFINDING TOOLS

Wayfinding programs can reinforce a sense of place and promote the City of Annapolis as an environment that is easy to navigate. The program will provide first-time and frequent visitors with clear and consistent information.

Elements will reflect the Annapolis culture and attitude as an active, energetic and exciting place to be. The Annapolis Wayfinding Analysis considers a variety of wayfinding tools: landscaping, lighting, street furniture, landmarks, gateway elements, signage, mapping, banners and public art, as well as related issues such as sustainability, climate and integration of technology.





PRE-ARRIVAL TECHNOLOGY

In addition to traditional mailed promotions, printed brochures and advertisements, there are a variety of technology tools that help us plan our trip. Each of these elements can be seamlessly tied together through the use of consistent information and the graphics / identity.

WAYFINDING WEB SITE AND INTERACTIVE MAP:

In addition to the standard City website, there can be either a stand-alone or internal link to a wayfinding map. The wayfinding map can appear on the City website or the local Chamber or Tourism website. Alternately, the information can be presented as a separate site to be managed and hosted either by the City or the Conference and Visitor's Council (CVC).

A tourism / wayfinding interactive map allows for a deeper inclusion of attractions and businesses into the overall wayfinding program. The accessibility and ease of a map and its maintenance broadens the level of inclusion, compared to the cost, code restrictions, and clutter issues associated with a signage program.

Links to local hotels, attractions and recreational facilities are the most common. The interactive map allows users to click on a destination and receive direction. It is common practice for this map to be built on Google Maps and to use the power of the Google search engine to provide descriptive information as well as point-to-point directions to the destination.

The look and feel of the interactive map should reflect the overall identity of the City wayfinding program.



Google Maps Website

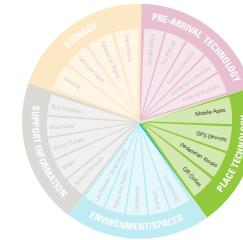


Annapolis & Anne Arundel County Conference & Visitors Bureau Website



GPS Navigation

- PRIORITY 1** Create a wayfinding-focused web portal that explains the wayfinding system and provides a Google-powered interactive map. The map will allow visitors to get point-to-point directions.



PLACE TECHNOLOGY



Smart Phone App



Proposed Park Annapolis App

GENERAL TRAVEL APPS

- City Maps
- My City Way
- Yelp
- My Local
- Open Table
- Kayak
- Park My Car
(Parking Lot/Garage finder)



*Example of text message map
for Tampa Riverwalk, FL*



Annapolis Walking Tour App

The integration of technology into the wayfinding program will reinforce the message of innovation as a core value of the City of Annapolis brand. The incorporation of these devices and applications is now expected, especially by tourists and residents alike. These wayfinding tools are a part of everyone's daily routine.

END-USER TECHNOLOGY:

This is the utilization of technology where information is communicated to users through the visitor's device (smartphone, ipad or computer). This concept does not require the City to invest in hardware or infrastructure and eliminates issues of vandalism, theft, etc. The only investment is in development and ongoing maintenance. End-user technologies include:

Text Message Maps

Static orientation maps (at bus shelters, kiosks or on signs) that include a “text message number”. When keyed in, the user receives a return text message with information about the destination. This can be a short message about events, hours of operation, or the best place to park. This can be accomplished through a partnership with telecommunications companies, such as Verizon, AT&T, etc.

Smart Phone App

The smart phone app is a map-based location service for a variety of categories, including things to do, events, hotels, attractions, shopping, restaurants, college campuses, hiking trails, bicycle paths, parking lots, services, emergency points and any other point of interest (POI) in or near the City of Annapolis. It also allows visitors to view/use other information about a POI, like a website or phone number.

Features:

- Map-based location services with GPS.
- Allows users to find attractions, restaurants, parking lots and other services within the City of Annapolis.
- Local businesses share the best deals in town in real time to make sure visitors get the best prices during their stay.
- Locals and visitors alike utilize the events calendar and live entertainment schedules.
- Available in multiple languages.

An Annapolis Walking Tour App is currently available, and the AACCVB is beginning production of a variety of other apps.

PRIORITY 2 Consider teaming with sponsors to develop a private/public partnership that would allow for the creation of parking, transportation and tourism mobile apps and text messaging integrated programs.



PLACE TECHNOLOGY

CONTINUED



QR codes for different aspects of Annapolis.

These could be used on kiosks, brochures, interpretive panels, maps, as stickers for shopping bags, or posters.



Visitors Bureau Brochure

LOCATIONS FOR STAND-ALONE ELEMENTS:

- Annapolis Visitors Center
- Harbormaster's
- Districts / Neighborhoods
- City Dock
- Parking Garages



Interactive kiosks

QR Codes

QR Codes help visitors connect to specific information through scanning technology. Visitors scan codes using a free app on their mobile phones, and are promptly directed to online information about Annapolis events, parking, dining or shopping. The visitor is engaged at the maximum point of impact by using the device that is central to their daily lives, the mobile phone.

CROSS-MEDIA:

Brochures, maps, posters, billboards, point-of-sale — the range of places where one can use a QR Code is almost infinite.



ENGAGE:

Simple, intuitive and interactive, the QR Code enables immediate response and deeper engagement from visitors, providing a unique vehicle to influence in-the-moment behavior, and turn interest into action.

REPORT & MEASURE:

With built-in tracking, metrics and analysis tools, QR Codes give cities access to data that can help them make effective decisions about their marketing expenditures.

AGILE:

QR Codes are dynamic technology that let cities change campaigns at any time, enabling cities to react and evolve in real-time and deliver the most powerful outcomes.

Annapolis is currently using QR codes in marketing materials, but we would like to see this tool used in other ways as well. Parking garages, pedestrian kiosks and interpretive panels are all places where QR codes can provide useful and engaging information for to make a visitor's experience easier and more complete.

Stand-Alone Elements

These elements can vary from beacons of technology that are multifunctional to simple interactive touchscreens positioned in various visitor centered locations.

INTERACTIVE SCREENS, KIOSKS & MAPS: There are a multitude of products that can be utilized. This becomes a extension of the City website.

URBANFLOW KIOSK:

This particular product expands the idea of an interactive kiosk to include not only wayfinding information, but also local services, statistical data and citizen responsiveness information, making city data and local information totally transparent.

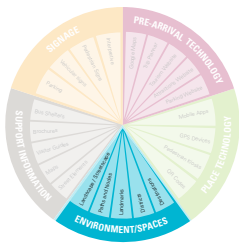
TECHNOLOGY / MEDIA ELEMENT:

The creation of a landmark element (wall or pylon) that can provide real-time information, news, event promotion, attraction videos and digital posters will help to establish a unique visual statement, as well as tourism information. The communication of this type of information may encourage people to stay longer and visit additional destinations. Typically located in an entertainment or retail district - this element may be considered in both interior and exterior conditions.

PRIORITY
1

Identify places where QR codes can incorporated to show parking information, Circulator routes, shopping and special event information.

This should include kiosks, interpretive panels, maps, and at transit stops.



LANDMARKS



U.S. Naval Academy



State House Dome



City Dock



U.S. Naval Academy Bridge



Downtown Mural



St. John's College

Landmarks are used everyday to provide direction; it can be as simple as “Make a left at bus shelter” or as common as “Meet me at the Harbormaster’s”.

In addition to providing directions, landmarks are also helpful for establishing a person’s orientation, especially in an exterior environment, where architectural features, landscaping and physical elements help to position us in unfamiliar territory.

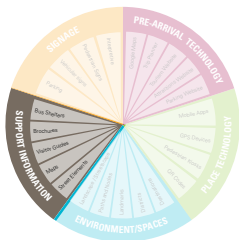
The City of Annapolis offers many landmark features, including: iconic elements like the State House, or Naval Academy Stadium; unique areas like City Dock, neighborhoods like Eastport and West Annapolis, as well as bridges, parks and other simple gathering areas.

PRIORITY
1

Creating a set of icons to identify some of the larger landmarks in Annapolis, such as the State House, City Dock, The U.S. Naval Academy, will be helpful on maps, pedestrian and vehicular signs for at-a-glance information. It will also benefit international visitors in the city.

PRIORITY
2

Consider identifying locations for landmark murals on the sides of buildings. These murals can tell a story, promote public art, and capture the character of the city.



TOOLS



Hotel Staff Training



The Circulator



Orientation Maps

Whether information is communicated through technology, printed advertisements or a friendly face at a hotel, each element effects the experience of a visitor and offers the opportunity to communicate a consistent message, graphic language and helpful customer service.

Welcome Brochure & Orientation Map

This traditional piece of communication can be used either as a pre-arrival tool or an on-site arrival promotion of the City. Simple and clear it provides the basic information about the city. The map helps the visitor to establish a cognitive map of the city layout prior to arriving. Only the highest level of destination and visitor information shall appear in this brochure. The design will reflect the overall wayfinding program through its use of color, pattern and identity.

Public Transportation

The Circulator is a trolley that quickly and efficiently moves individuals from the City's four parking garages around the downtown, from West Street Circle to Church Circle, allowing the public to enjoy the unique shops, restaurants, the historic charm and maritime attractions. Visitors can park in one of four downtown garages and hop on the free Circulator Trolley to ride all day at no additional cost. Garages farther away from the downtown area (Park Place and Knighton) are less expensive than garages closer to the downtown area (Gott's and Hillman) There are Trolley stops at each of these four garages, and trolleys runs every ten minutes.

The Circulator provides the opportunity, inside and out, to promote the parking garages, as well as city destinations and adjacent neighborhoods. Wayfinding information and "Helpful Tips" for visitors can be offered inside the trolley. This can be accomplished with signage, or as part of a technology component, like a monitor that has changeable information displayed.

The Annapolis Transit Bus service offers several color-coded routes covering areas from Bay Forest Plaza in the east and Gateway Village and Annapolis Mall in the west. The specialized transportation services provide curb-to-curb services for persons with disabilities and senior customers.

Hotel Staff Training

In communities where the economy is driven by tourism and overnight stays, it is common practice to host Hotel Staff Training programs once or twice a year. This provides the opportunity for tourism professionals to come in and discuss issues and topics that can improve customer service and help enhance a

visitor's experience by making the city more friendly, welcoming and accessible.

Once the new wayfinding program is implemented, there are two forms of training that can be conducted related to the wayfinding program. The first is a simple brochure or hand-out that educates the hotel staff about the wayfinding program, provides a list of common terminology, explains the wayfinding philosophy and offers the preferred routes visitors should use. This can also be extended to shop owners, transportation workers, and government agencies

The second step is providing staff with a set of wayfinding tools, such as; pre-printed directions from their hotel to the most popular areas, or printed brochure / orientation map, or a card that lists web sites.

The design team can assist with any of the wayfinding sessions or staff training, and there are a number of tourism companies that cover a variety of tourism training topics.

- PRIORITY 1

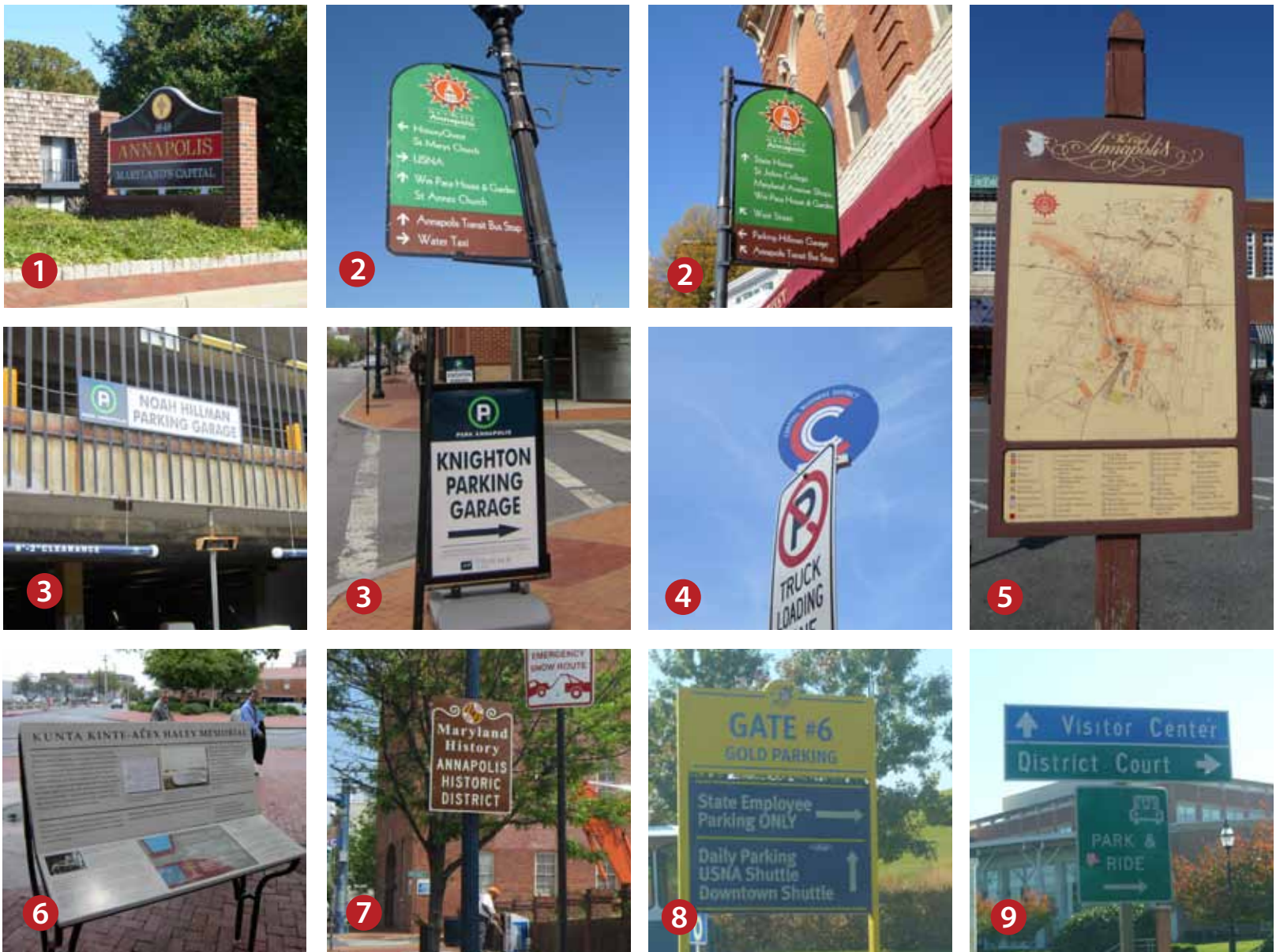
Create a standard Tourism Map for Annapolis that will be used across many wayfinding tools.
- PRIORITY 1

Have a robust wayfinding and advertising program for the inside and outside of the Circulator Trolley.
- PRIORITY 2

As more Tourism apps are created, have QR codes displayed at hotels and all Visitor Centers to download the apps.



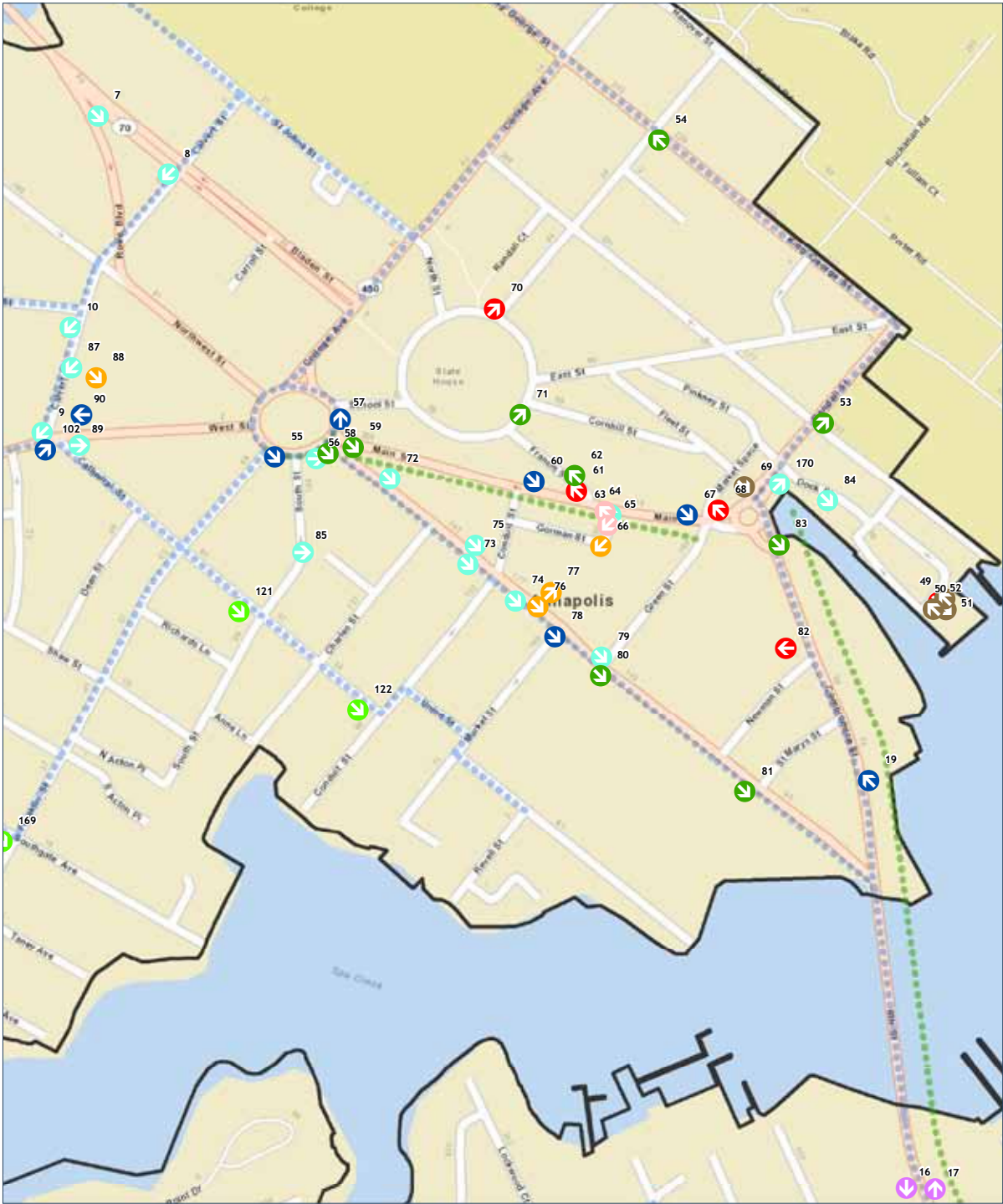
EXISTING SIGNAGE EVALUATION



Observations for signage and wayfinding elements in Annapolis:

- 1 Gateways:
 - Existing Gateway is attractive, but overlooked.
 - Fireman's memorial is seen as more of a gateway.
 - There is only one. (there is a Sign with a similar look in Eastport identifying Annapolis as the Sailing Capital of the World.)
- 2 Navigate Annapolis sign system:
 - Signage is trying to direct pedestrians and vehicles.
 - Many signs are not installed well (leaning on poles, etc.)
 - Information is generally good.
 - Inconsistent mounting height of some panels.
 - Regulatory signage should NOT be posted with directional panels.
- 3 Parking Garage signage:
 - Uses PARK ANNAPOLIS identity.
 - Attractive identity.
 - New system (implemented in spring 2012)
 - Is not used consistently across all garages.
- 4 Circulator signage:
 - Signs have been enlarged for better legibility.
 - Inconsistent mounting height of some panels.
 - Newer system (implemented in 2011)
 - No information is provided on signs other than the logo.
- 5 Navigate Annapolis Maps:
 - Very difficult to read, not simple enough to provide clear orientation.
 - Maps do not stand out in surroundings.
 - Signs look worn.
- 6 Interpretive panels:
 - Variety of styles
 - Interesting stories and information
- 7 Maryland History Panels:
- 8 Memorial Stadium Signage:
- 9 Standard DOT Signage:

SECTION 3: WAYFINDING ANALYSIS



Example of Sign Inventory Data: Downtown Annapolis Page
Inventory 6/2012

CURRENT SIGN INVENTORY

Toole Design Group took a detailed inventory of the current signage in the City of Annapolis. The signs were grouped into 12 categories (photo examples are at left). The breakdown of the total 187 signs is shown below.

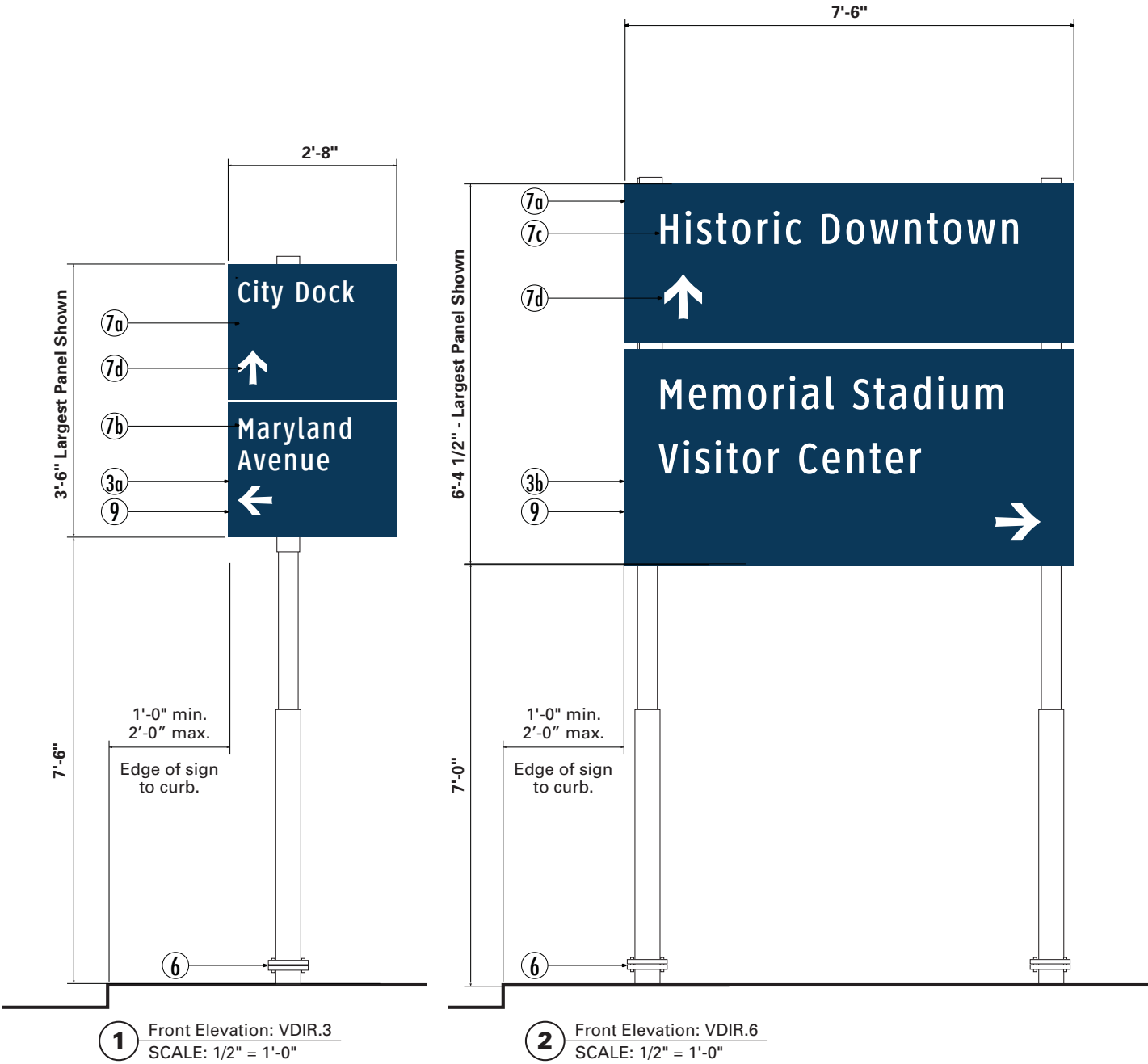
It is the goal of the new Wayfinding program to reduce sign clutter and create a more unified look and feel to the signage in Annapolis.

A	Highway Signs: Large sign (4' wide) mounted on post(s)	4
B	Gateways: City or neighborhood gateway signs	5
C	Navigate Annapolis: Pedestrian signs flag-mounted to single pole	9
D	Parking Garage ID: Various sign types mounted at garage entrances	7
E	Parking Directionals: Small signs mounted to poles/buildings	28
F	Wood Map Panels: Maps/graphics on wood panel and single post	8
H	Circulator Stops: Small round sign on single post	12
I	Brown & White MD signs: State issued scroll design signs	3
J	Green & White Attraction Signs: DOT signs on post(s)	14
K	Interpretive Panels: Various sizes and styles of panels	18
L	Misc. signs (trails & parks): Mostly small trail signs on single post	20
M	Bike Signs: DOT Bike signs and Yellow "Share the Road" signs	59

TOTAL SIGNS: 187

PRIORITY 1 Remove all non-essential signs that are in the public right-of-way.

Graphic Considerations - Submittal



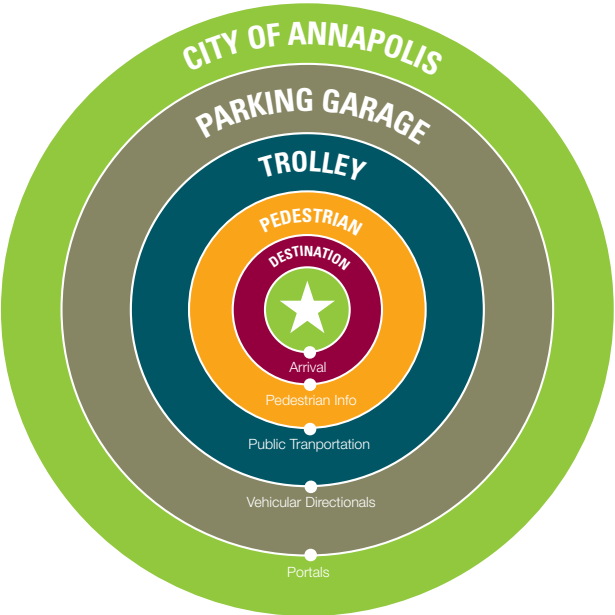
General Notes:
The City of Annapolis shall enter into an agreement with the State Highway Administration (SHA) to assume all responsibility in the maintenance and management of the signs within the SHA Right-of-Way (ROW).
Numbers correspond to line items in the SHA guidelines for Wayfinding Signs along State maintained roads.
Items highlighted in red deviate from the SHA guidelines for Wayfinding Signs along State maintained roads.

- 3a Message Quantity 25 MPH or less
3 Destinations Max. (we are recommending 2)
- 3b Messages Quantity 25 MPH or more
Three Destinations Max.
- 6 Footer
Break-Away or Yielding in Design as detailed in SHA Roadway Standard Drawings or as approved by FHWA
- 7a Sign Panel Background
Product: 3M Diamond Grade Reflective Sheeting
Background: Custom Color
- 7b Font for 25 MPH or less
Style: Clearview 2W
Color: Standard - White
Size: 4" Copy Height
- 7c Font for 25 MPH or more
Style: Clearview 2W
Color: Standard - White
Size: 5"-6" Copy Height
- 7d Arrow
Style: Serif
Color: Standard - White
Hand: "All Left"
- 9 Material
Product: 3M Diamond Grade Reflective Sheeting
Color:
Background: Custom Color
Arrow, Font Rule Line: Standard White 3990

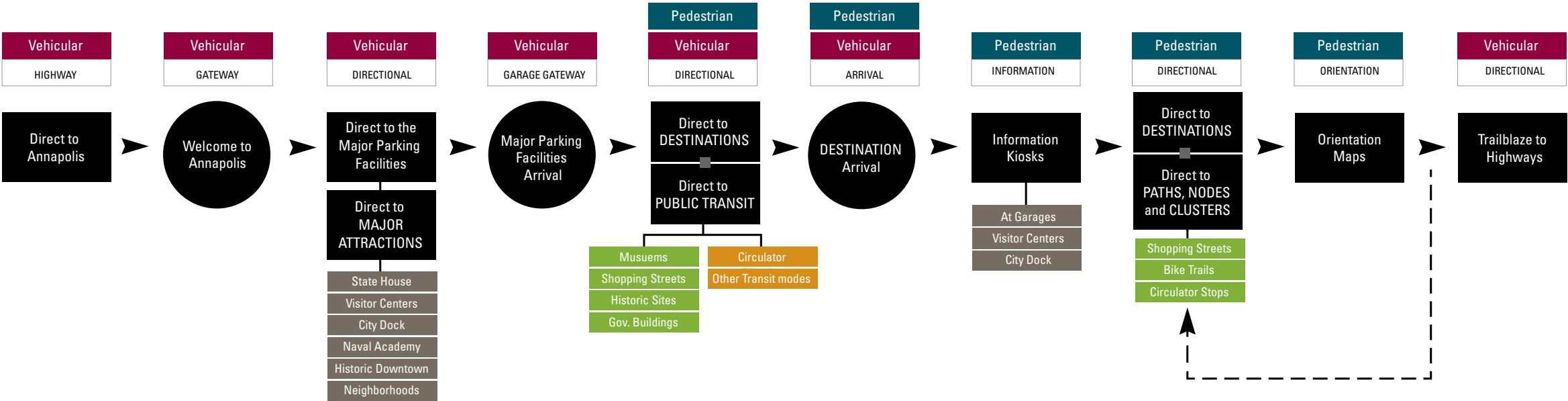
SIGNAGE TECHNICAL CRITERIA

VEHICULAR DESIGN REQUIREMENTS

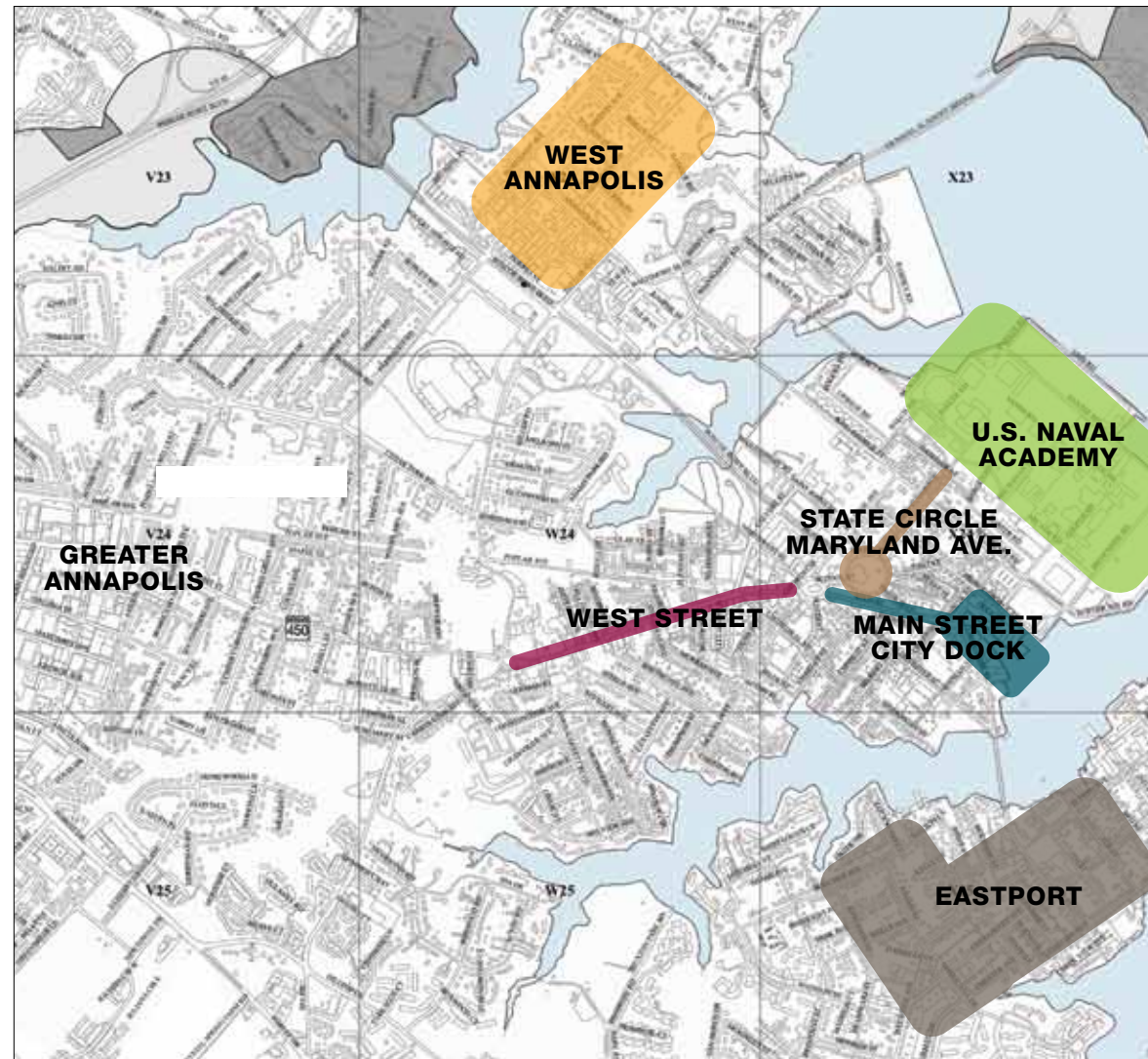
- Maximum of 3 listings per sign, with a maximum of 2 lines per attraction listing. We are recommending 2 listings per vehicular sign to minimize sign size.
- Color contrast should be at least 70 percent between typeface and background.
- Type size to be 4 inches for signs in urban conditions with speeds of 25 mph or less and 5-6 inches for signs on roadways over 35 mph.
- Clearview HWY typeface as approved by DOT.
- Background and graphics to be CUSTOM Color - Printed High Intensity Prismatic Vinyl.
- Signs must have a clearance of at least 7 feet off the ground and 36 inches lateral clearance to satisfy the Americans with Disabilities Act requirement.
- Minimum of 150 feet between signs, with a goal of no more than one sign per city block.



INFORMATION HIERARCHY



The primary focus will be to coordinate terminology to create consistent messaging and provide a seamless journey for visitors as they transition from the highway to the City of Annapolis Wayfinding Program.	Consider a variety of elements which welcome visitors to the City of Annapolis. This can include architectural elements, public art, lighting, landscaping, and, of course, signage. There is also entry to the City from the water, so a Gateway needs to be developed from that entry point as well.	These sign types will be designed to meet SHA criteria for messages, number of messages per panel, character height and contrast.	These will be wayfinding elements in parking garages that welcome and orient the visitor, as well as identify the garage.	These sign types will be designed to meet SHA criteria for messages, number of messages per panel, character height and contrast.	This system will include this type of sign for destinations that may be difficult to locate or do not currently have adequate signage.	Located at key gathering points, kiosks function much like a directory at a mall and provide options for multiple types of information.	Generally double-sided and with up to 10 listings, pedestrian scale signs are smaller (not visible from a vehicle) and can direct to second tier destinations, paths, nodes, clusters or focused destinations such as the State House.	A simple graphic map illustrates the general area. Focus is on 5 minute walk and can include more detailed information than an overview map. The map becomes standard artwork that can be used for print, web and other media.	Departure routes are equally important to arrival. These trailblazer signs utilize standard MUTCD and State highway shields to provide clear pathways to the nearest highway from the many destinations in the City of Annapolis.
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GREATER ANNAPOLIS



WEST ANNAPOLIS



U.S. NAVAL ACADEMY



MAIN STREET / CITY DOCK



EASTPORT



WEST STREET



STATE CIRCLE/
MARYLAND AVE.

DISTRICTS / NEIGHBORHOODS

Districts/Neighborhoods: What is the purpose?

Districts/Neighborhoods are a fundamental component of a wayfinding project. They provide 2 key elements to helping a person find their way.

1. ORIENTATION

They help a person place themselves within a larger contextual area.

Examples:

Wing (within a Building) – Quad (within a Campus) – District (within a City)

2. INFORMATION REACH

By creating an information hierarchy you are providing ALL destinations with a farther “reach” of information by directing to the district from a greater distance.

Example – Only so much information can be listed on a sign. Therefore, you can not direct to every destination on every sign. However, with the use of various levels of hierarchy you can tell visitors to “follow signs” for a District/Neighborhood, then to a destination.

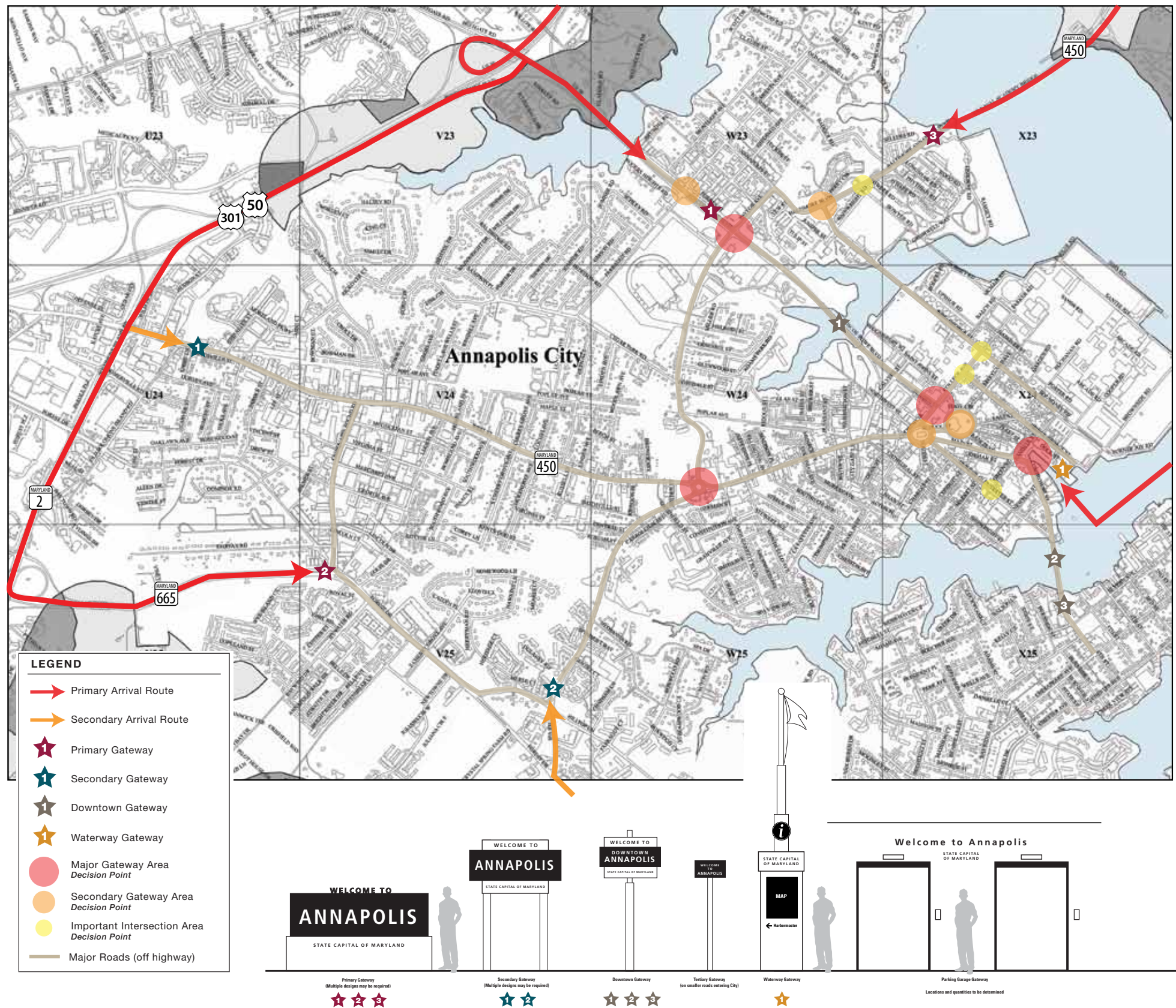
District/Neighborhoods: Considerations

- Most of Annapolis's districts/neighborhoods are well-identified, the exception being Maryland Avenue - visitors seem to easily miss this shopping street. This district needs to be cross-marketed on nearby signage and in adjacent neighborhoods. The message needs to promote Maryland Avenue's close proximity to their area.

- Support connections between the districts/neighborhoods by promoting Eastport on a kiosk in West Annapolis. Support the connection between the City Dock and the Annapolis Maritime Museum in Eastport.

- The Circulator connects the 3 Downtown neighborhoods. Consider utilizing the Circulator as a information hub for those areas. The districts/neighborhoods could be placed on the Circulator Map.

- PRIORITY 1** Identify areas for neighborhood kiosks. Reserve space on a neighborhood's kiosk to support a destination or event in another neighborhood.
- PRIORITY 1** Use trailblazers (SHOP • ARTS • DINE) to direct visitors to Maryland Avenue, West Street, Eastport and West Annapolis



ARRIVALS & GATEWAYS

GATEWAY LOCATIONS

Gateways for this project will vary in scale and complexity based on their location, environment and purpose. Gateways can make a statement and welcome a visitor or they can simply mark the city limit.

For a city like Annapolis, the excitement and anticipation a visitor has when arriving can be heightened by a gateway that lets them know they have arrived at a special place.

Gateways provide a landmark and can include more than just signage; lighting, landscaping, architectural elements, and public art can also be incorporated.

PRIMARY GATEWAYS

Primary gateways are located at the main points of visitor entry into Annapolis. While the function of the gateway is to welcome visitors, it can be more than just a sign. The design can include landscaping, lighting, and/or public art in addition to conveying the city's brand message. There are currently two Primary Gateways: one on Rowe Blvd, after Melvin Avenue, set in the median, and the Naval Academy Bridge is a beautiful visual gateway into the city.

SECONDARY GATEWAYS

Secondary gateways are located at the other points of visitor entry into Annapolis. These gateways welcome visitors and convey the city's brand message at a smaller scale. They can be designed to include landscaping, lighting or signage.

DOWNTOWN GATEWAYS

Downtown gateways are located at smaller arrival points into Downtown Annapolis. Typically space is limited, so these gateways may need to be designed at a smaller scale, vertical orientation, or attached to street lamp posts. Banners may also be considered.

TERTIARY GATEWAYS

Simple markers on smaller roads, designating the city boundaries. Locations TBD.

WATERWAY GATEWAY

One gateway will be located at the City Dock to welcome visitors arriving by water. This element should also orient the visitor and provide additional information.

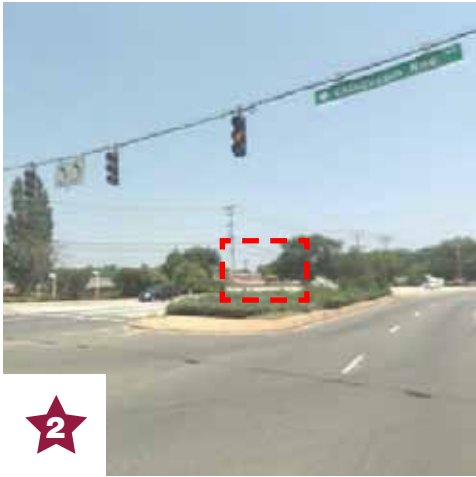
GARAGE GATEWAYS

Blank walls near elevators in parking garages are excellent opportunities to welcome the visitor who arrives by car and help orient them to the City. See pg. 3.11 for details.

ARRIVALS & GATEWAYS



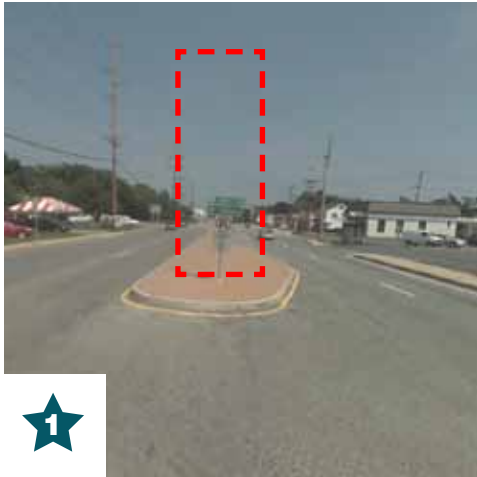
Primary Gateway 1 - EXISTING
Rowe Blvd - Possibly enhance with banners behind sign?



Primary Gateway 2 -
665 & west of Chinquapin Round Rd.



Primary Gateway 3 - EXISTING
Naval Academy Bridge - visual gateway



Secondary Gateway 1
West & Hudson



Secondary Gateway 1 - OPTION
West & Old Solomon's Island Road

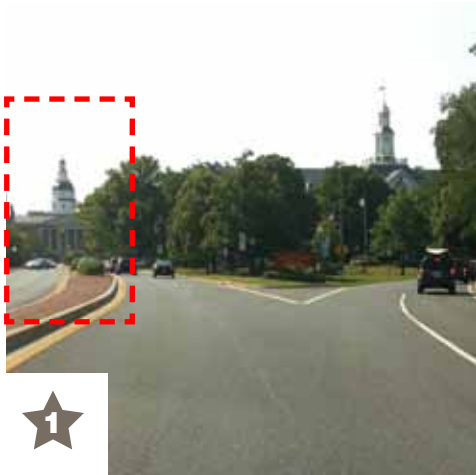
GATEWAY LOCATIONS

Three Primary gateways, two Secondary gateways, three Downtown gateways and up to six possible garage gateways have been identified. Each of these present unique circumstances and will require a variety of design approaches.

Other possible Gateway locations:
• Forest Drive & Bay Ridge Ave.

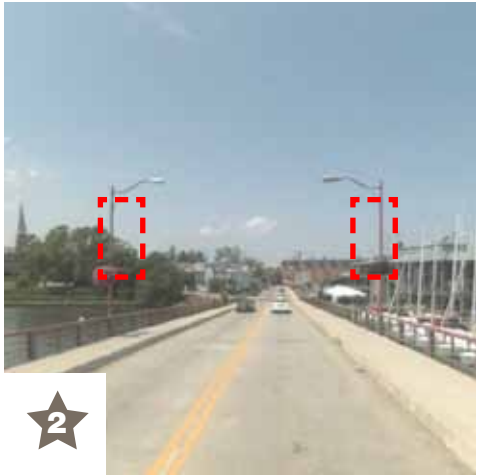


Secondary Gateway 2
Forest Drive & Spa Road - heading North



Downtown Gateway 1 - EXISTING
Rowe Blvd - at Calvert St.
FIREMAN'S MEMORIAL

This is a visual gateway of the State House and government buildings and provides a powerful and memorable landmark.



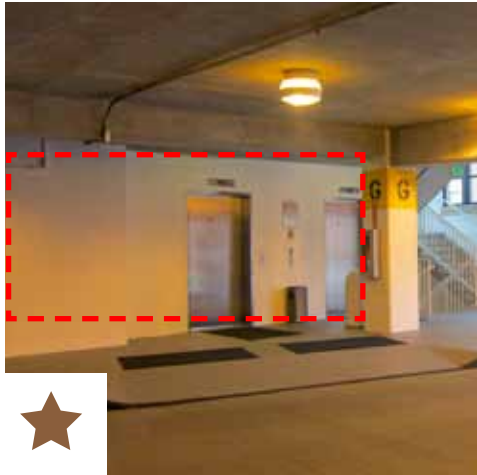
Downtown Gateway 2
Spa Creek Bridge - banners on lightposts



Downtown Gateway 3 - EXISTING
Compromise St. in Eastport, right before Spa Creek Bridge

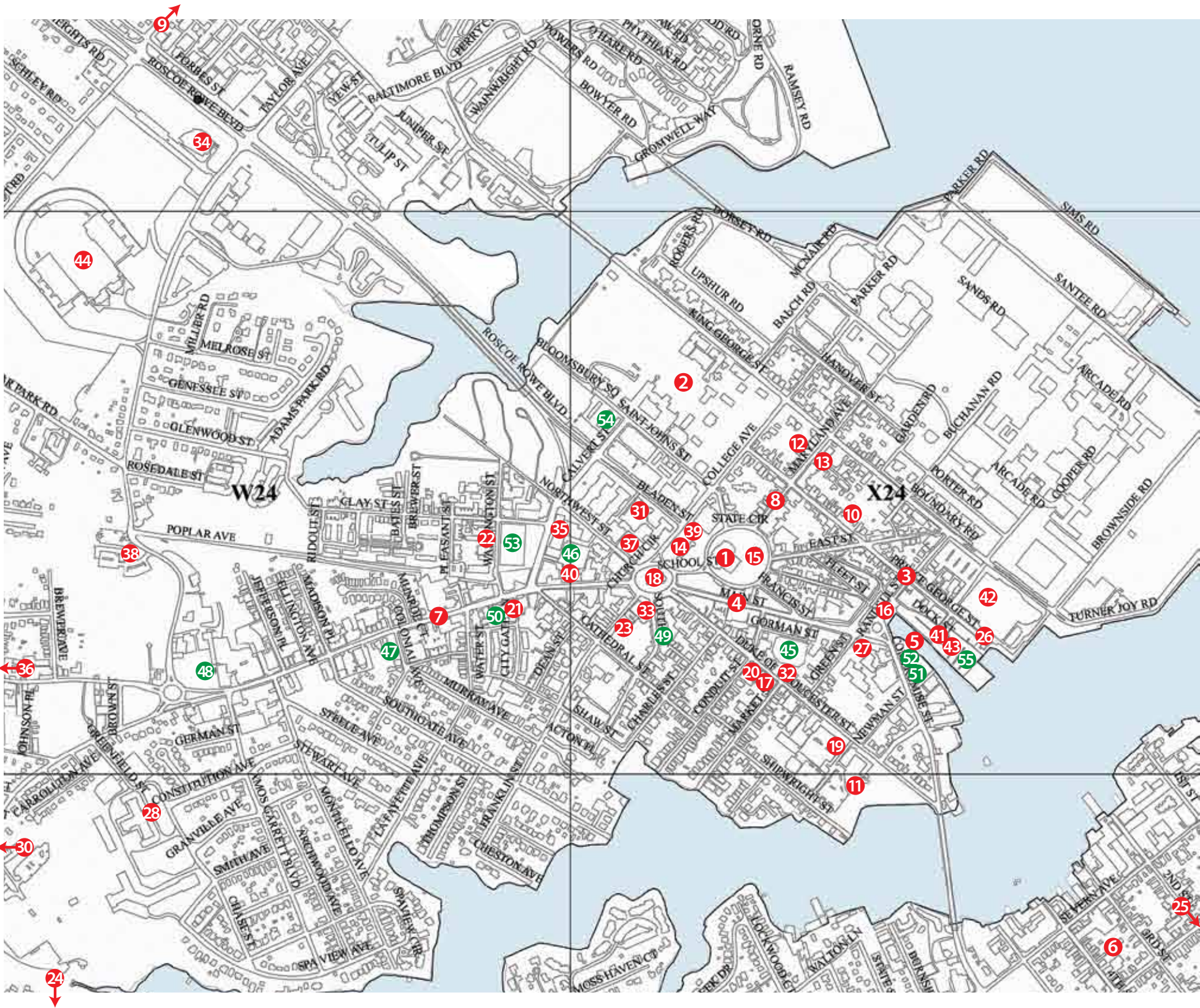


Waterway Gateway 1
City Dock - information/orientation element



Garage Interpretive Gateway
Knighton Parking Garage

- PRIORITY 1** Develop a Waterway Gateway element that informs and orients visitors.
- PRIORITY 2** Garage Interpretive Gateways should be developed.
- PRIORITY 3** Identify funding sources for all other gateway opportunities.



DESTINATIONS

A basic premise of urban wayfinding is to direct visitors to the “front door” of a destination. Annapolis is in the unique position of having a number of historic assets with limited onsite parking. In Annapolis, our goal is to direct visitors to parking facilities, and then direct them to destinations via public transportation or as a pedestrian. Most destinations can be reached as a pedestrian.

Directing visitors to parking facilities accomplishes two things. First, it allows visitors to find a space quickly in a safe,

named facility they will be able to remember and find easily when they are ready to leave. The parking facility will also serve as an orientation point to where they are in the city, and show them how to get to their destination.

Second, it reduces the amount of traffic on Annapolis’s smaller downtown streets by limiting the amount of visitors looking for single metered spaces along streets, and sometimes circling the downtown waiting for a space to open.

Major Attractions	Shopping Districts	Parking Garages / Lots
<div><div>1</div>State House</div> <div><div>2</div>St. John's College</div> <div><div>3</div>U.S. Naval Academy – Gate1</div> <div><div>4</div>Main Street</div> <div><div>5</div>City Dock</div> <div><div>6</div>Eastport</div> <div><div>7</div>West Street</div> <div><div>8</div>Maryland Avenue</div> <div><div>9</div>West Annapolis</div>	<div><div>4</div>Main Street</div> <div><div>5</div>City Dock</div> <div><div>6</div>Eastport</div> <div><div>7</div>West Street</div> <div><div>8</div>Maryland Avenue</div> <div><div>9</div>West Annapolis</div>	<div><div>45</div>Hillman Garage</div> <div><div>46</div>Gotts Garage</div> <div><div>47</div>Knighton Garage</div> <div><div>48</div>Park Place Garage</div> <div><div>49</div>South Street Lot</div> <div><div>50</div>Larkin Street Lot</div> <div><div>51</div>Fleet Lot</div> <div><div>52</div>Donner Lot</div> <div><div>53</div>Whitmore Garage</div> <div><div>54</div>Bladen Street Garage</div> <div><div>55</div>City Dock</div>
<div><div>Historic Homes / Buildings</div><div><div>10</div>William Paca House</div><div><div>11</div>Charles Carroll House</div><div><div>12</div>Chase-Lloyd House</div><div><div>13</div>Hammond-Harwood House</div><div><div>14</div>Government House</div><div><div>15</div>Old Treasury</div><div><div>16</div>Market House</div><div><div>17</div>Maynard-Burgess House</div></div>	<div><div>Government Offices / Spaces</div><div><div>31</div>State Government Office Complex</div><div><div>32</div>City Hall</div><div><div>33</div>County Circuit Court</div><div><div>34</div>District Courthouse</div><div><div>35</div>Arundel Center</div><div><div>36</div>Public Library</div><div><div>37</div>Post Office</div><div><div>38</div>Police Department</div><div><div>39</div>Lawyers Mall</div></div>	
<div><div>Historic Churches</div><div><div>18</div>St. Anne's Church</div><div><div>19</div>St. Mary's Church</div><div><div>20</div>First Presbyterian Church</div><div><div>21</div>Asbury United Methodist Church</div><div><div>22</div>First Baptist Church</div></div>	<div><div>Visitor Information - with information icon</div><div><div>40</div>Visitor Center</div><div><div>41</div>Harbormaster</div><div><div>42</div>USNA Visitor Center</div><div><div>43</div>Visitor Center Annex – Seasonal</div></div>	
<div><div>Museums / Cultural</div><div><div>23</div>Banneker-Douglass Museum</div><div><div>24</div>Chesapeake Children's Museum</div><div><div>25</div>Annapolis Maritime Museum</div><div><div>26</div>National Sailing Hall of Fame Site</div><div><div>27</div>Historic Annapolis Museum</div><div><div>28</div>Maryland Hall for the Creative Arts</div><div><div>30</div>Wiley H. Bates Legacy Center</div></div>	<div><div>Higher Education</div><div><div>2</div>St. John's College</div><div><div>3</div>U.S. Naval Academy – Gate 1</div><div><div>44</div>Navy Marine Corps Memorial Stadium</div></div>	

10

William Paca House

11

Charles Carroll House

12

Chase-Lloyd House

13

Hammond-Harwood House

14

Government House

15

Old Treasury

16

Market House

17

Maynard-Burgess House

18

St. Anne's Church

19

St. Mary's Church

20

First Presbyterian Church

21

Asbury United Methodist Church

22

First Baptist Church

23

Banneker-Douglass Museum

24

Chesapeake Children's Museum

25

Annapolis Maritime Museum

26

National Sailing Hall of Fame Site

27

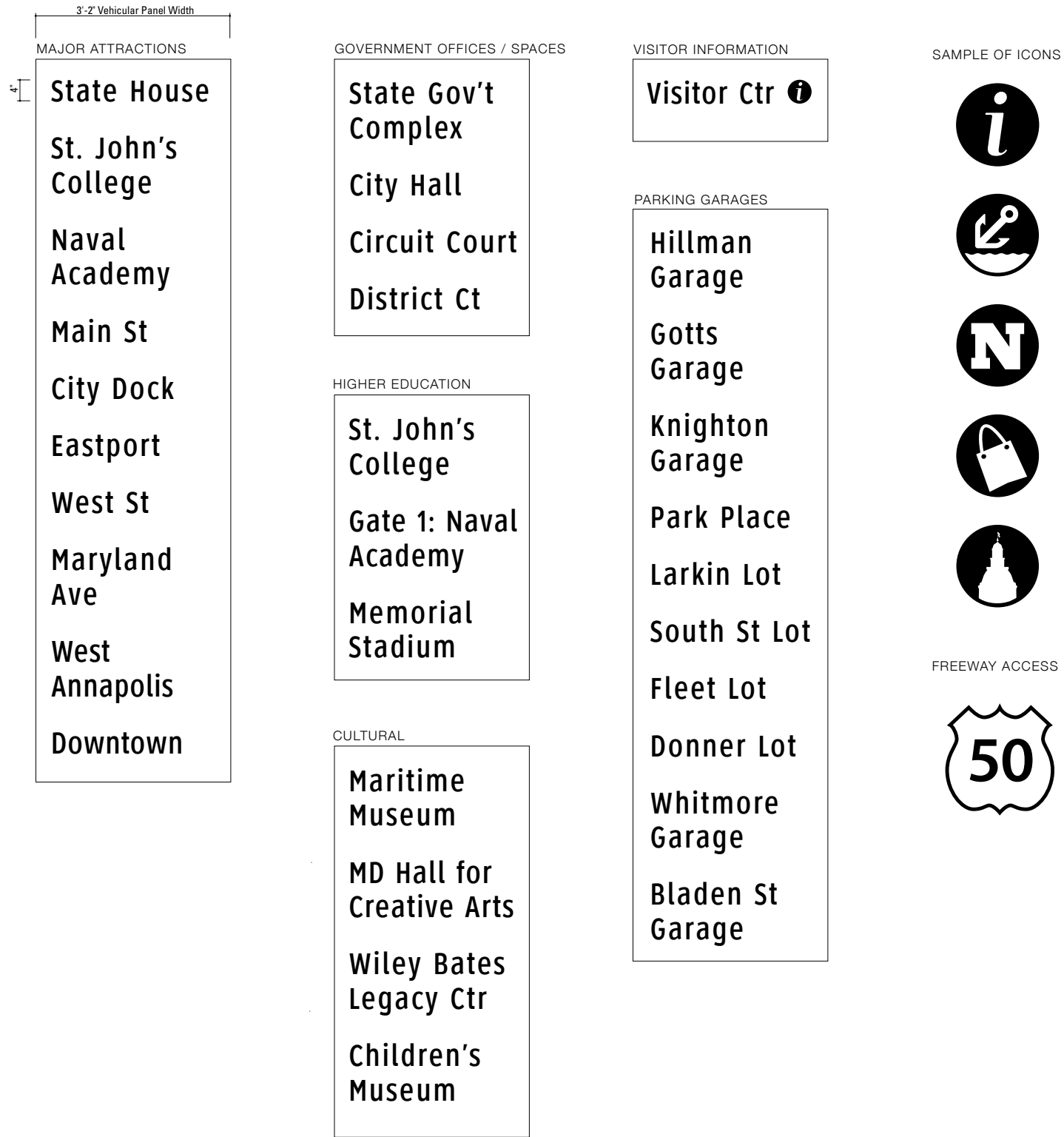
Historic Annapolis Museum

28

Maryland Hall for the Creative Arts

30

Wiley H. Bates Legacy Center



TERMINOLOGIES AND ABBREVIATIONS

VEHICULAR

The following baseline measurements were used for this study:

VEHICULAR SIGNAGE:	
Standard Sign Panel Width:	3'-2" (38")
Character Height:	4"
Test Typeface:	Clearview HWY-2
Qty. Lines per Listing:	Goal = 1
	Acceptable = 2
Qty. Characters per Listing:	Goal = 20 or less
	Acceptable = 24 max.

RECOMMENDATIONS:

- Remove "Downtown" and "Annapolis" from destination listings.
Examples: "Downtown Post Office" becomes "Post Office"
"Historic Annapolis Museum" becomes "Historic Museum"
- Potential name change prior to installation of signage program.
- Use only commonly recognized abbreviations. Use consistent terminology and abbreviations throughout system.
Examples: Avenue = Ave

MAJOR ATTRACTIONS

State House
St. John's College
U.S. Naval Academy
Memorial Stadium
Main Street
City Dock
Eastport
West Street
Maryland Ave
West Annapolis
Downtown

CHURCHES

St. Anne's Church
St. Mary's Church
First Presbyterian Church
Asbury Methodist Church
First Baptist Church

HISTORIC HOMES/BUILDINGS

William Paca House / Gardens
Charles Carroll House
Chase-Lloyd House
Hammond-Harwood House
Government House
Maynard-Burgess House
Old Treasury

VISITOR INFORMATION

Visitor Center ⓘ
Harbormaster ⓘ
USNA Visitor Center ⓘ
Visitor Center Annex ⓘ
Public Restrooms

GOVERNMENT OFFICES/SPACES

State Gov't Office Complex
City Hall
Circuit Court
District Court
Arundel Center
Public Library
Post Office
Police Dept
Lawyers Mall

DESTINATION STREETS/DISTRICTS

Main Street
West Street
Eastport
City Dock
Maryland Ave
State Circle
West Annapolis

MUSEUMS/CULTURAL

Banneker-Douglass Museum
Children's Museum
Annapolis Maritime Museum
Nat'l Sailing Hall of Fame
Wiley H. Bates Legacy Center
Historic Annapolis Museum
Maryland Hall for Creative Arts
Market House

PUBLIC PARKING

Hillman Garage
Gotts Garage
Knighton Garage
Park Place
Larkin Lot
South Street Lot
Fleet Lot
Donner Lot
Whitmore Garage
Bladen Street Garage

SAMPLE OF ICONS



TERMINOLOGIES AND ABBREVIATIONS

PEDESTRIAN

The following baseline measurements were used for this study:

PEDESTRIAN SIGNAGE:	
Sign Panel Width:	2'-0" (24")
Character Height:	1"
Test Typeface:	Garamond Semibold
Qty. Lines per Listing:	Goal = 1
Qty. Characters per Listing:	Goal = 15 or less
	Acceptable = 18 max.

RECOMMENDATIONS:

1. Remove “Downtown” and “Annapolis” from destination listings.
Examples: “Downtown Post Office” becomes “Post Office”
“Historic Annapolis Museum” becomes “Historic Museum”
2. Potential name change prior to installation of signage program.
3. Use only commonly recognized abbreviations. Use consistent terminology and abbreviations throughout system.
Examples: Avenue = Ave



Parking garage signage is not consistent in the City.



Consistent Signage



Parking Brochure

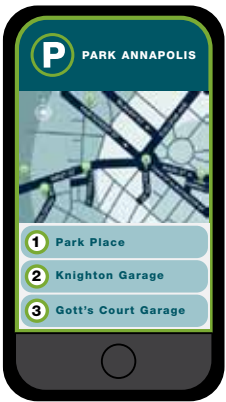


Park Annapolis Website



Proposed Parking trailblazer Identity

(similar look to PARK ANNAPOLIS)



Parking App

PARKING

EXISTING CONDITIONS

Parking in any urban environment is always difficult. The issue of parking within this wayfinding study is not meant to be a study in parking capacities, or utilization, but it does look at the parking situation from its placement in the wayfinding hierarchy and the image the city is presenting to visitors upon their arrival.

If parking is easier to find and presented in a organized manner, the city will be perceived as a friendly and caring environment that is trying to assist visitors and residents alike.

OBSERVATIONS and ISSUES:

PARK ANNAPOLIS (operated by Towne Park) has made great progress in organizing and branding the parking garages they operate in Annapolis. They promote the Circulator, and have an attractive and informative website and brochure.

PARK ANNAPOLIS operates the following garages:

- Knighton Garage
- Larkin Street Lot
- Gott's Court Garage
- South Street Lot
- Hillman Garage
- Park Place

But the following garages also require wayfinding:

- Bladen Street Garage
- West Garrett Garage
- Whitmore Garage
- USNAAA Stadium (Gate 5)
- Metered parking at City Dock

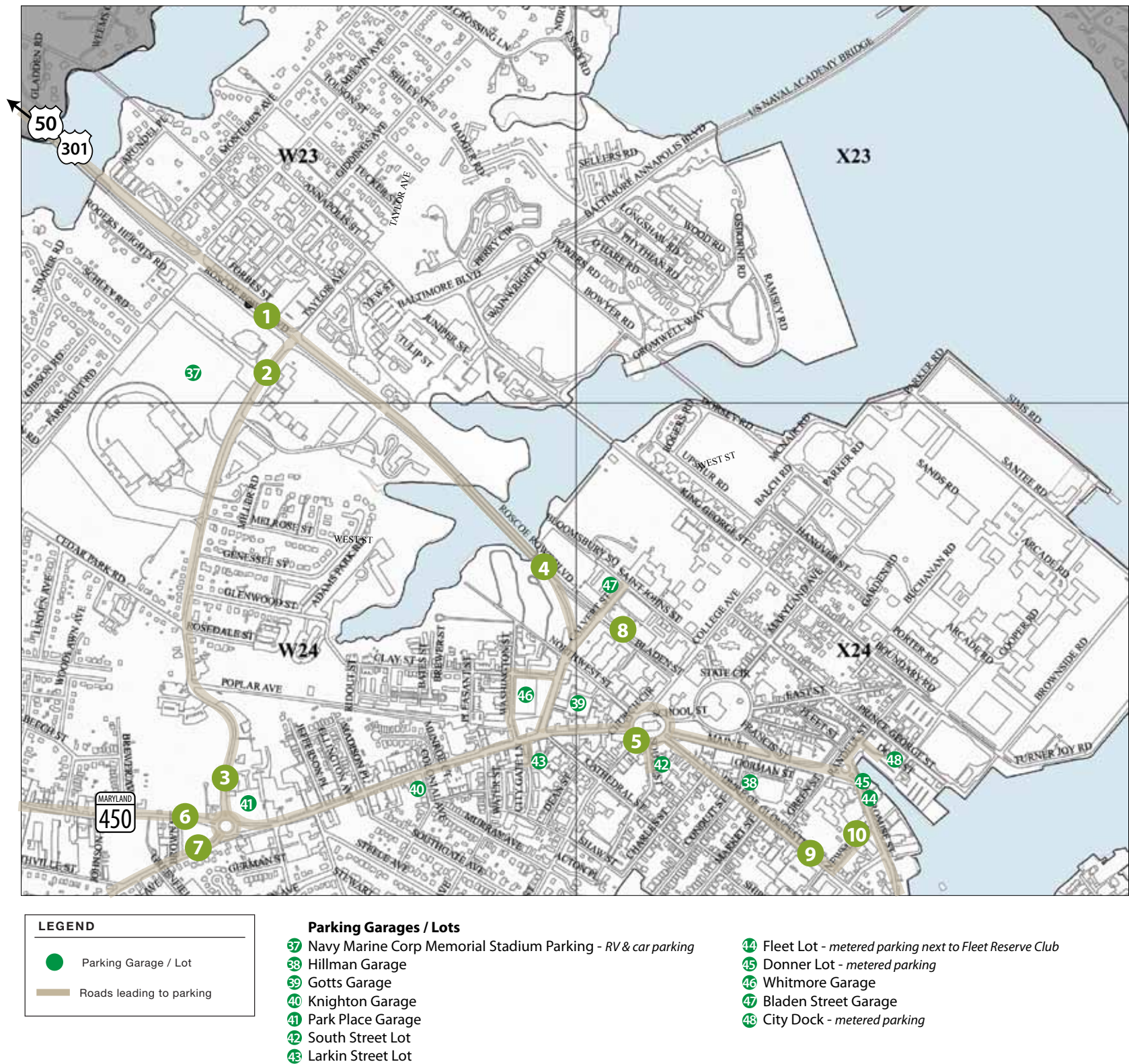
Currently, parking directional signs and identification signs are not consistent in presenting a clear path to guide visitors to areas they may park in. We will explore ways to present all public parking garages and lots in a consistent manner.

PARKING GARAGE / LOT NAMES

It is easier to locate Parking Garages and Lots if they are named after the street they are located on. This a strategy practiced by MERJE. Currently, about half of the garages and lots in Annapolis are named in this manner. We recommend looking at ways to add address information to the remaining garages' signage, to aid in wayfinding and help visitors when they are trying to locate a garage.

PRIORITY 1 Adopt a Public Parking "P" Icon that echoes the PARK ANNAPOLIS logo (with their permission) to ensure that all public parking lots and garages are signed to and identified in a uniform manner.

PRIORITY 1 Explore cost-effective options for city-owned lots and garages to incorporate the new Public Parking "P" into their current signage.



PARKING

ROUTES & TRAILBLAZERS

PROPOSED MAIN PARKING TRAILBLAZERS

Parking Trailblazers will help guide visitors to public garages where they can catch the Circulator, relieving them of the stress of trying to find parking Downtown by navigating the circles and small one way streets.

PROPOSED GENERAL LOCATIONS
FOR PARKING TRAILBLAZERS:

1. Before intersection of Rowe Blvd and Taylor Street:

A general Public Parking Trailblazer sign, it can also make special note of RVs need to turn right to park (at the stadium).

2. Before intersection of Cedar Park Road and Taylor Street:

A Public Parking Trailblazer sign directing RVs to turn right to park at the stadium, and cars to continue ahead on Taylor Street to Public Garages.

3. Before Park Place:

A Public Parking Trailblazer sign directing visitors to turn left into Park Place Garage, or continue on around the circle to East West Street to more Public Garages. (additional sign may be needed in the circle.)

4. Before intersection of Rowe Blvd. and Calvert Street:

A Visitor Center Parking Trailblazer sign exists here already, but it is small and too close to the turn. Replace with a larger sign placed back from the turnout.

5. In Church Circle, before South Street:

Direct to South Street Lot and down Duke of Gloucester St. to Hillman Garage.

6. West Street approaching Park Place circle:

Direct to Stadium Lot (for RVs) and down West Street for Public Garages.

7. Spa Road approaching Park Place circle:

Direct to Stadium Lot (for RVs) and down West Street for Public Garages.

8. Bladen Street approaching Calvert Street:

Direct right to Bladen Street Garage and left to more Public Garages.

9. Duke of Gloucester St. approaching Newman Street:

Direct left.

10. Newman Street approaching Compromise Street:

Direct left to metered parking lots.



Blank garage walls offer an opportunity to present visitors with information about attractions, the Circulator, and special events in an exciting and visually pleasing way that compliments the new wayfinding design visitors will experience in the city.

PARKING

GATEWAY OPPORTUNITIES

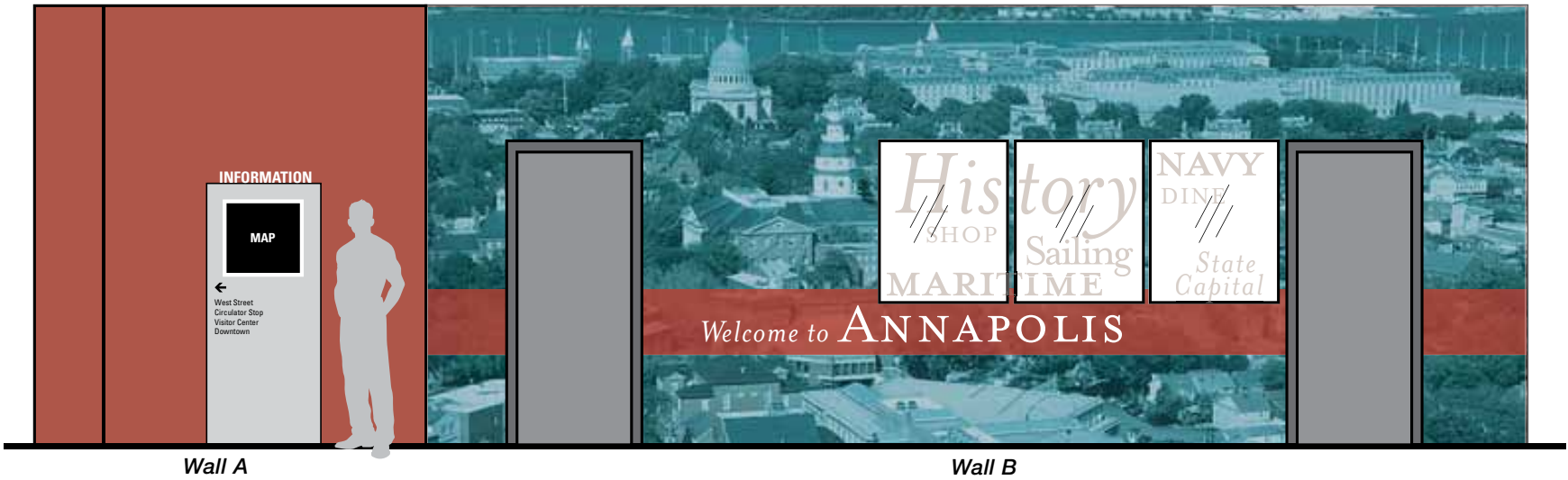
GARAGE GATEWAYS

The public parking garages in Annapolis are actually gateways to the city for the visitor arriving by car. The elevator banks and garage exits are the first thing a visitor passes on their way to their destination. Blank walls and drab concrete are not the best way to welcome a visitor to a city as beautiful and historic as Annapolis. There are opportunities in the garages for large murals, welcoming messages and ways to provide additional information via kiosks, maps or additional signage.

These elements can highlight:

- The History of Annapolis
- Annapolis Attractions - City Dock, Naval Academy, State House...
- The Circulator - that it is FREE and can pick them up right outside the garage in many cases.
- Shopping Streets, as well as the Park & Shop program
- Adjacent Neighborhoods

Permission from and close coordination with PARK ANNAPOLIS is necessary for these gateways to take shape.



In Knighton Garage, wall graphics and window vinyl can be used to create a welcoming gateway for visitors arriving by car. A visitor kiosk with directions and map is also located here to provide helpful information.



PRIORITY
1

Meet with PARK ANNAPOLIS to identify garages that may install gateway elements. Coordinate with PARK ANNAPOLIS renovation and upgrade initiatives.

90% DRAFT
FOR DISCUSSION PURPOSES ONLY

The Circulator route



THE CIRCULATOR

CURRENT STATUS

The Circulator has been operating a little over a year, and has seen ridership go up as the city continues to promote and advertise this free public transportation trolley. PARK ANNAPOLIS, and the City are dedicated to this service and hope to expand trolley routes into Eastport and West Annapolis.

The Circulator could also be better promoted on various City websites. It is on several websites, but not prominently.

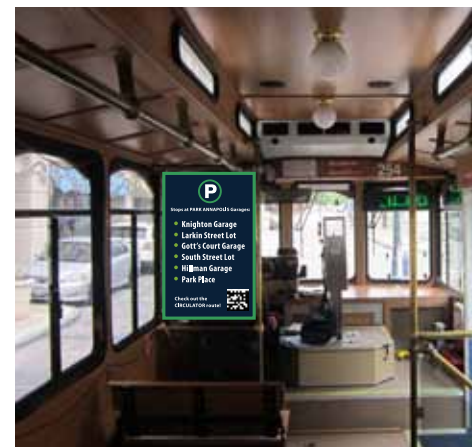
There is also opportunity for marketing and wayfinding efforts on the Circulator Trolley itself, both on the interior and exterior. The Circulator connects three Downtown neighborhoods (West Street, Main Street and City Dock). Consider utilizing the Circulator as a information hub for those areas. The districts/neighborhoods could be placed on the Circulator Map, and information about those neighborhoods could be displayed inside or on the exterior of the trolley.

OPPORTUNITIES FOR IMPROVEMENT

Circulator Stop signage has been improved over the past year, with larger signs and an updated logo. Many Circulator stop signs have other regulatory signs attached to their poles. This is to be discouraged. MERJE does recommend adding a pedestrian map to the lower part of trolley stop poles, with a "You Are Here" star and nearby attractions, possibly with distances to those attractions. Additional signage could be placed in the Parking Garages with Circulator stops as well, so when visitors are exiting the garage, they know a Trolley is available.



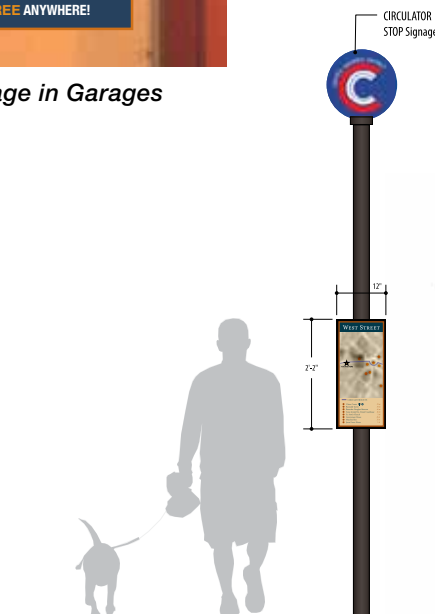
Additional Signage in Garages



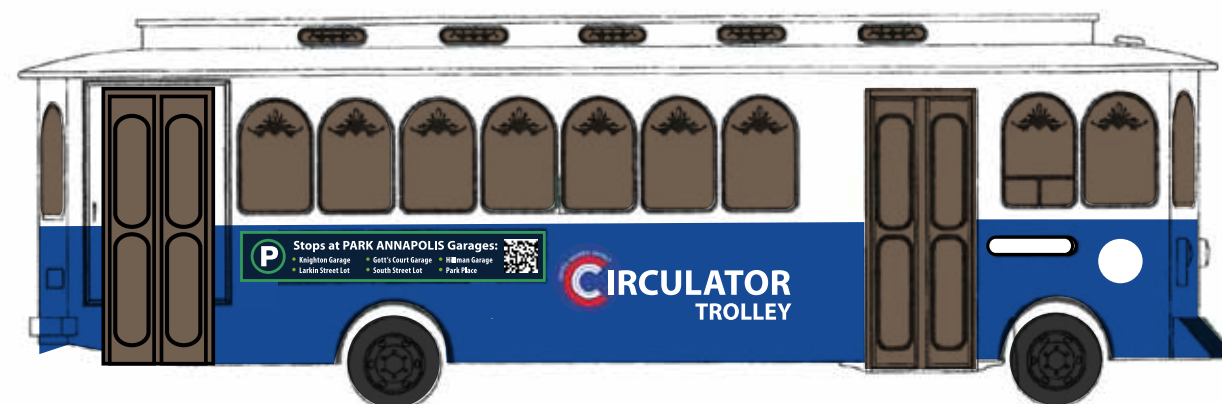
Wayfinding Info inside Trolley



More Visible on Websites



Pedestrian Maps at Stops



Wayfinding Info on outside of Trolley

- PRIORITY 1** Feature the Circulator more prominently on City websites.
- PRIORITY 1** Utilize the exterior and interior of the Circulator for promoting Public Parking and adjacent shopping areas.
- PRIORITY 1** Design and install pedestrian maps to go on existing Circulator stop poles. Maps must be consistent in design and graphic language as the wayfinding system so the program can promote a seamless visual message and reduce sign clutter.



Pedestrian Arrival



Auto to Pedestrian Transition



Circulator to Pedestrian Transition



Annapolis Transit to Pedestrian Transition



Bicycle to Pedestrian Transition



Boat/Taxi to Pedestrian Transition

PEDESTRIAN ARRIVAL

Annapolis is a very walkable city. Major attractions are clustered together, and the streets linking those areas are lined with shopping, dining and art galleries that invite a pedestrian to linger on the way to their destination. The circles, one-way streets and narrow roadways that can make driving in Downtown Annapolis a challenge, vanish when one becomes a pedestrian. For this reason, the majority of signage and wayfinding information will be presented at the pedestrian level. There are several pedestrian arrivals points where wayfinding information will be available.

Natural Pedestrian Arrival:
Simply walking into Downtown from an adjacent neighborhood, across a bridge or from a recreational trail, like the walking path behind Maryland Hall.

Auto > Pedestrian Transition:
Parking garage and surface lots.

Public Transportation > Pedestrian Transition:
Opportunities at Circulator stops and at Annapolis Transit stops for pedestrian information and maps.

Bicycle > Pedestrian Transition:
Information can be provided at bike racks and bike trailheads.

Water > Pedestrian Transition:
Information can be provided at City Dock, Harbormaster's and Water Taxi stations.

ARRIVAL POINTS

Pedestrians can arrive in Downtown Annapolis at a number of various points and each provides unique conditions and requirements. Upon arrival, appropriate information shall be provided, including; identification, orientation, directional, real-time data and general information. Types of pedestrian arrival points include;

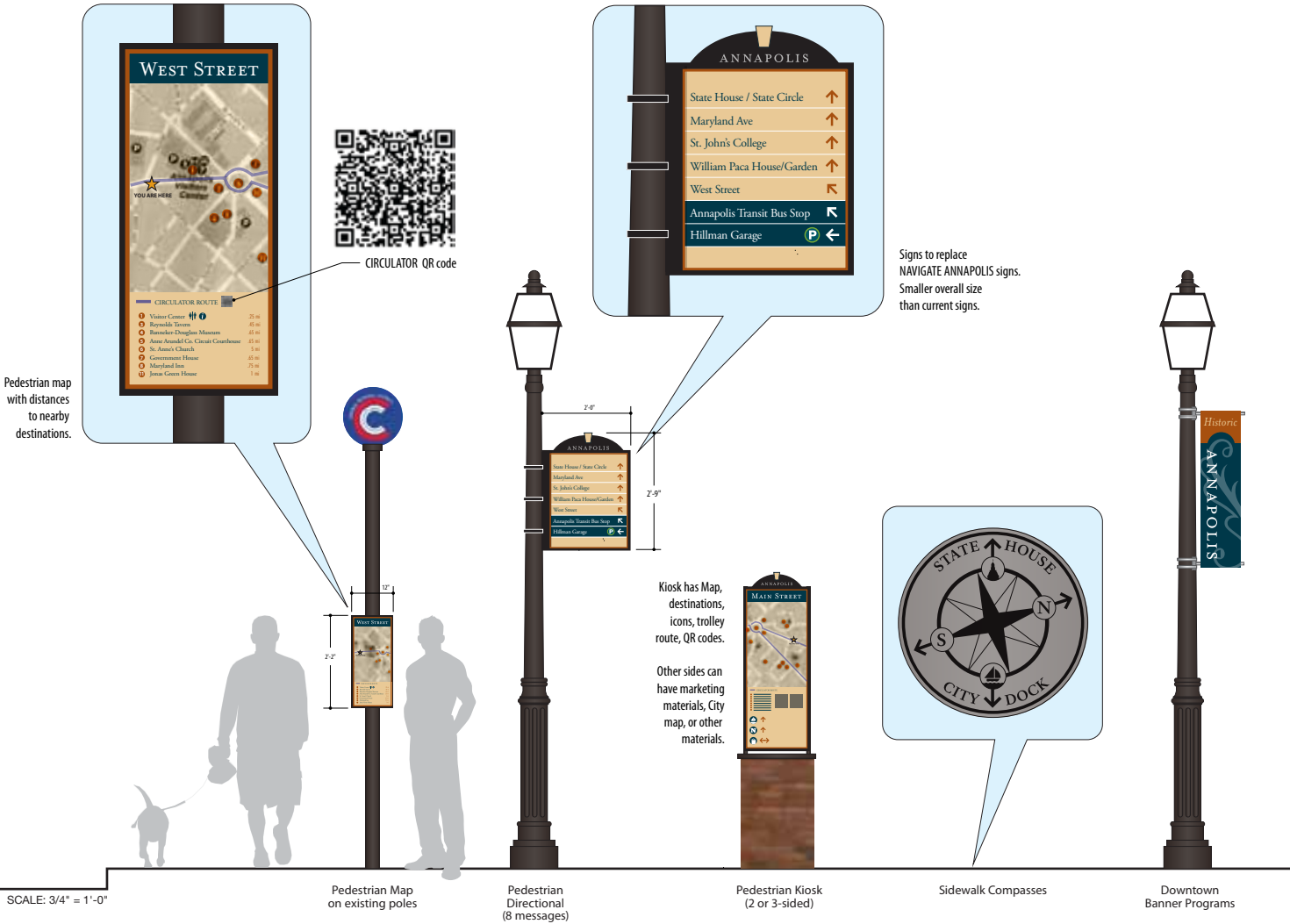
- PRIORITY 1** Design and install pedestrian maps to go on existing Circulator stop poles.
- PRIORITY 1** Meet with PARK ANNAPOLIS to identify garages that may install gateway elements.
- PRIORITY 2** Identify locations for and design Water Taxi Stand signs that provide visitor info, such as rates, hours, and maps.



Crosswalk directional



Sidewalk Compass



PEDESTRIAN ISSUES

CONTINUED

GUIDING THE PEDESTRIAN

PEDESTRIAN OPPORTUNITIES:

- Gathering nodes where significant information can be communicated
- Natural landmarks provide orientation
- Existing infrastructure (light poles) provide mounting devices
- Inclusion of inlaid street elements, reduce addition obstacles in sidewalks
- Technology allows for deeper information to be provided

PEDESTRIAN OBSTACLES:

- ADA Clearance and Mobility Issues
- Lack of sidewalk infrastructure
- Gaps in sidewalk infrastructure, tight sidewalks
- Safety Issues
- Areas of auto and bicycle conflict
- Unfriendly pedestrian intersections
- Hills

PEDESTRIAN INFORMATION:

- Orientation
- District Identification
- Directional
- Informational
- Events and Promotions
- Real-Time Data (Public Transit, Community, etc.)

PEDESTRIAN WAYFINDING TOOLS:

- Orientation Maps
- Directional Signs
- Technology Elements
- Community Boards
- Landmarks / Public Art

Note: Review of individual site requirements (i.e. ADA clearances, sidewalk conditions, etc.) will be accomplished during the programming phase of this project, when exact placement for wayfinding elements are analyzed and chosen. The scope of this plan does not include a physical inventory of every existing pedestrian site condition in Annapolis, but more of a identification of general opportunities, obstacles and best practices that can be used when determining the wayfinding tools information and placement.



Boat Shows



Fireworks over Annapolis Harbor



Naval Academy Events



Navy Football Games

Annually, the City of Annapolis holds more than 120-130 special events. This requires coordination of traffic, safety and wayfinding information to communicate a variety of messages to the public, including event information, temporary changes to traffic patterns, street closures, parking information and emergency information.

Within the context of an urban wayfinding system, it is best to keep the need to communicate temporary information as a separate layer from the permanent wayfinding system signage – rather than trying to mix messages or create a changeable system.

In the scope of the wayfinding system there are several tools and coordination efforts than can be utilized to assist the City to deliver this information.

SPECIAL EVENTS

DYNAMIC MESSAGE SIGNS (DMS)

These signs are limited to transportation and safety related messages. Promotional or advertising information is prohibited.

This system can also be supported by additional temporary DMS signs that can be placed on an as-needed basis, based on a significant or longer term change in traffic patterns.

TEMPORARY SIGNAGE (STATIC)

The sign menu includes the design of standardized temporary signage elements that can be utilized by the Transportation Department and/or Police Department. This “sandwich board” configuration should be designed to match the wayfinding system. This communicates that the signs are part of the overall wayfinding system, allows visitors to anticipate the information along their route and presents the permanent and temporary signs as an organized effort.

Some signs can be produced with standardized messages for a handful of destinations. This would be used primarily for situations when the traffic patterns to the destination has changed from the day-to-day routing established by the wayfinding system to a temporary route based on a specific event requirement, construction project or other unique circumstance.

Destinations that may be considered within a standardized sign message may include:

City Dock

State Circle

Visitors Center

U.S. Naval Academy & Memorial Stadium Events

Parking

A similar sign type could be developed with changeable message information.

Temporary signage, both electronic and static, typically requires a greater level of day-to-day coordination. The City would have to establish an internal process and department/staff member to be responsible for the administration of the program, including request, deployment, retrieval, and maintenance of the signs.

Banners may also be used to communicate information about an event and are typically utilized primarily as a promotional tool. See page 3.17 of this document for a more detailed description of banner use and guidelines.



Review city ordinance that regulates temporary signage and coordinate new or revise current approach as necessary.

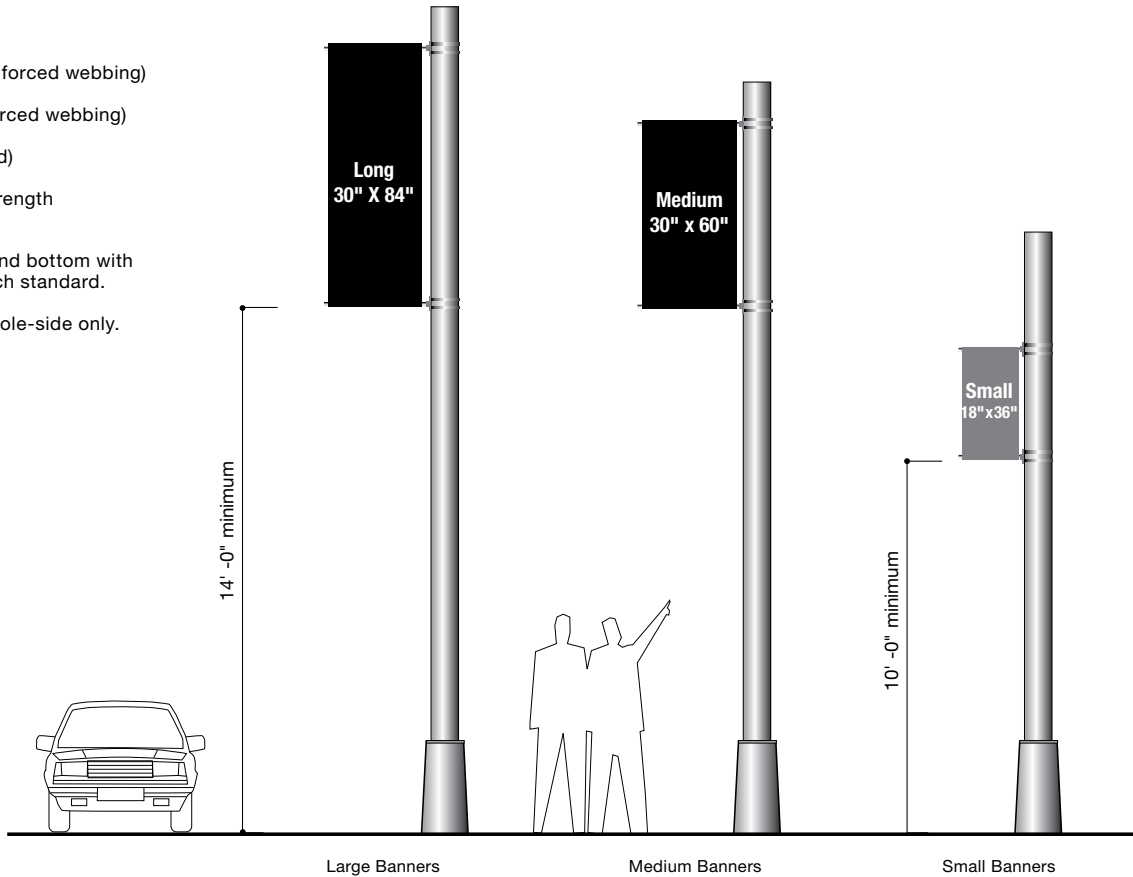
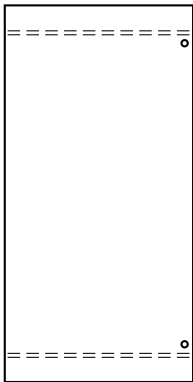


Phoenix, AZ Banner Program

A Citywide banner program can market non-profit groups, promote events, identify a district or assure visitors that they are traveling through the correct corridor toward their destination. A coordinated banner program requires consistent design standards, material specifications and management process. However there should be sufficient flexibility for established and emerging neighborhoods to utilize the banner program as a tool for branding themselves as a unique destination.

A coordinated Banner Program requires consistent design standards, material specifications and a management process. However, there should be sufficient flexibility for established and emerging districts to utilize the Banner System as a tool for branding themselves as a unique destination.

- Approved Materials:**
- Acrylic (10 oz. per sq. yd. w/reinforced webbing)
 - Nylon (4 oz. per sq. yd. w/reinforced webbing)
 - Cotton Canvas (10 oz. per sq. yd)
 - Other fabrics with equivalent strength
- Openings:**
- 4 inch pockets across the top and bottom with double-stitch turn down, 1/2 inch standard.
 - Grommets at top and bottom, pole-side only.



BANNER STRATEGY

An Annapolis Banner System would:

- Define the Downtown area and adjacent neighborhoods.
- Support wayfinding.
- Promote the City as a vibrant and active environment.
- Market various City events, history, activities and attractions.
- Communicate a welcoming and celebratory message to visitors.
- Offer opportunities for public/private/local artist partnerships.

Make recommendations for the following:

- Identify which City of Annapolis entity will manage the banner program.
- Identify which areas, districts, zones and streets may receive banners.
- Develop an inventory of the poles where banners can be placed.
- Establish policies, eligibility and application processes.
- Provide design guidelines and a review process.
- Determine technical specifications, sizes, materials and hardware required.
- Identify a funding strategy and fees.
- Include local art component.

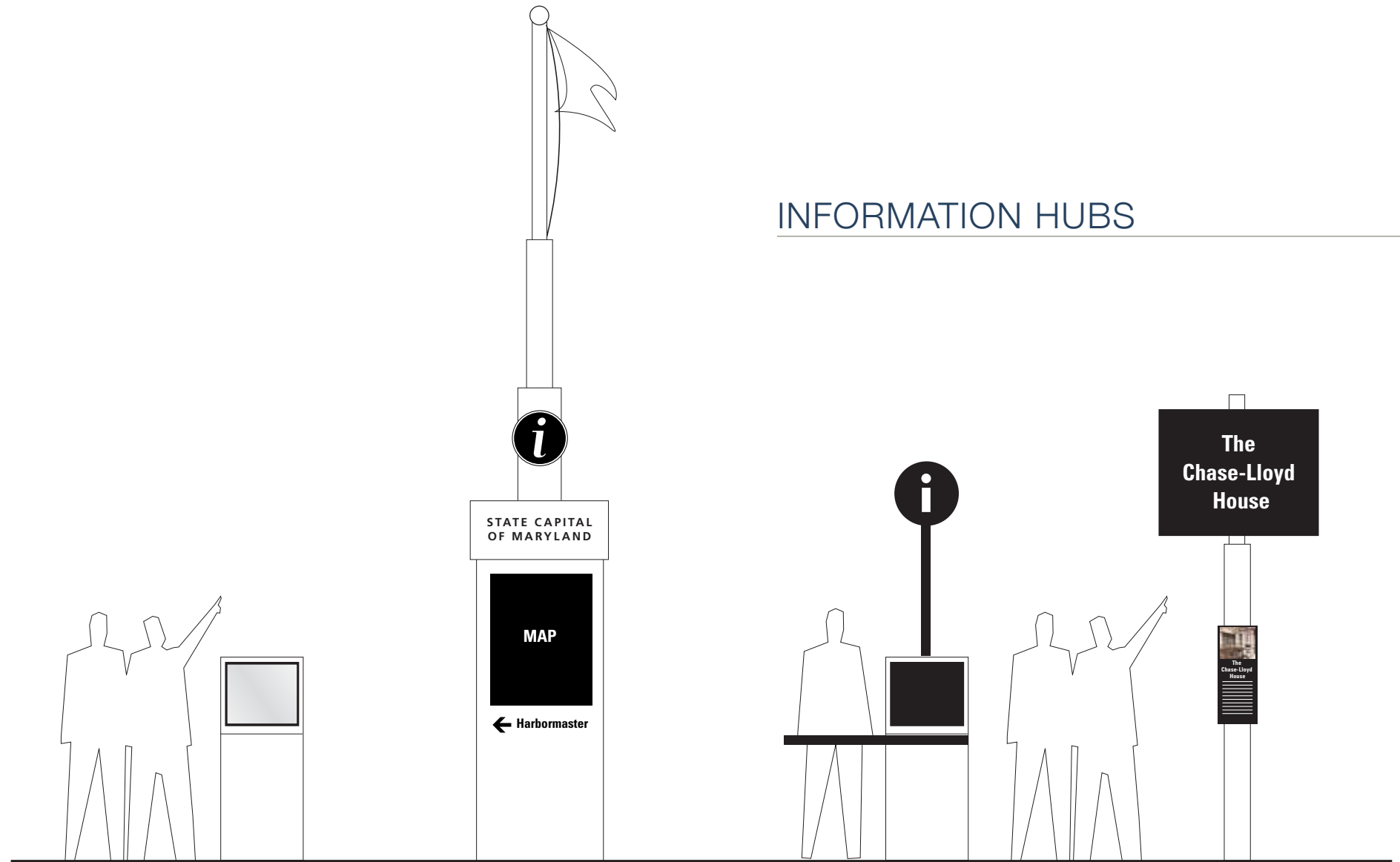
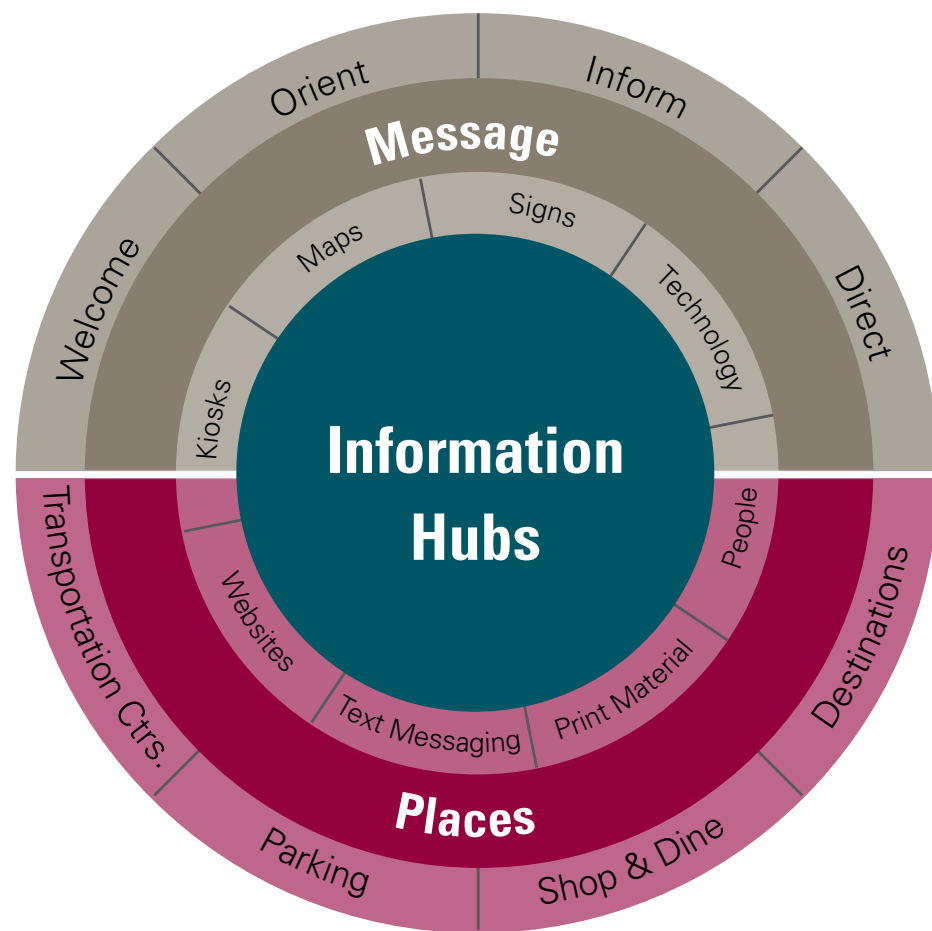
The following organizations are typically eligible for banners opportunities:

- Educational facility or other non-profit groups based in Annapolis.
- Groups hosting special events.
- City-wide special events or activities open to the public occurring in the City.
- Any entity wishing to promote an event, exhibit or celebration of civic interest.

The intent of an Annapolis Banner system is to improve the aesthetic appearance of the environment. The purpose is not to advertise private businesses or to sell merchandise, products or services, but to promote; community activities, City institutions, and rich history of the City of Annapolis.

PRIORITY 1 Establish Banner System at the Spa Creek Bridge Gateway connecting Eastport and Downtown Annapolis.

PRIORITY 2 Design & install district banners for Eastport, West Street, West Annapolis



INTERACTIVE STATION

Contains downloadable content, internet access, reservation making capability, printable information, shopping and dining, etc.

POSSIBLE LOCATIONS:

- Downtown
- City Dock
- State House
- Parking Garages

INFORMATION KIOSK

Contains orientation map, directional information, text messaging/internet links, interpretive information, shopping and dining, etc.

POSSIBLE LOCATIONS:

- City Dock
- Visitor Center
- Shopping Streets
- Parking Garages

MANNED KIOSK

Professional greeter provides personal contact and info, printable information, brochures, maps, shopping and dining, etc.

POSSIBLE LOCATIONS:

- Parking Garages

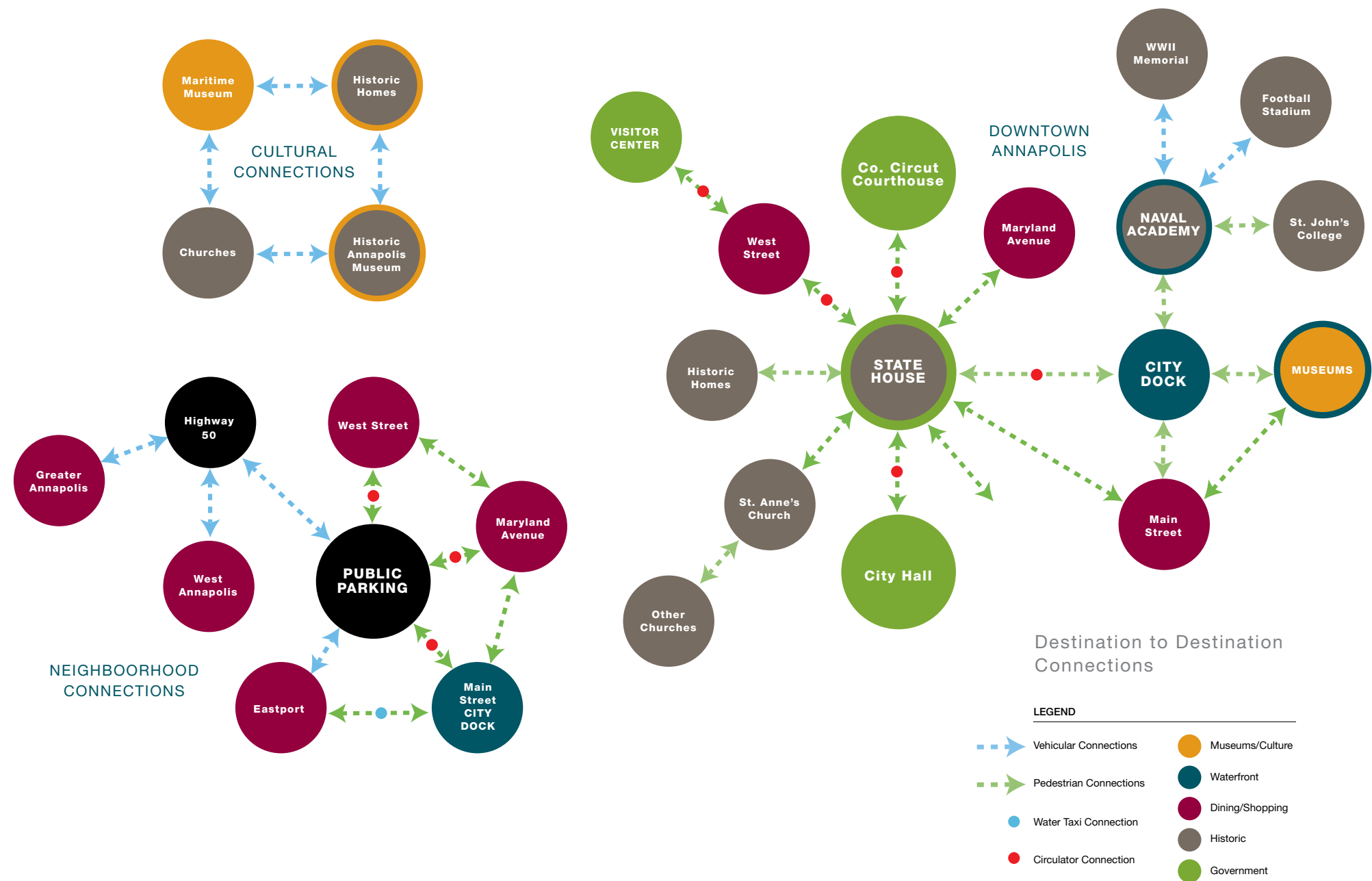
INFORMATION PANEL

Contains text messaging/internet links, interpretive information, destination information and advertising

POSSIBLE LOCATIONS:

To be determined

- PRIORITY 2** Locate a kiosk at City Dock. This may be integrated into the gateway element suggested under Gateway Recommendations (pg 3.5)
- PRIORITY 3** Identify pilot areas and install various hub elements. Areas to consider include: Parking Garages and Visitor Centers.



CONNECTIONS

Wayfinding programs present the opportunity to connect districts, destinations and people. Whether the connection is a strategic cross-marketing campaign between multiple attractions, a common visitor activity that links two destinations or an unplanned encounter while exploring Annapolis –connections are a powerful marketing tool that can increase revenue and present the city in a favorable light.

By promoting connections, the wayfinding system allows visitors to discover the vast amount of destinations available in Annapolis, and encourages them to stay longer to fully experience them. This connection strategy helps to improve the overall experience of a visitor, promoting a positive image, favorable word-of-mouth and social media effect. Ultimately, this can lead to return visits and increased over-night stays.

The diagram to the left provides a graphic hierarchy of some of the connections that were identified by various stakeholders throughout the interview process. This information will be utilized during the planning stages to help identify and reinforce routes between individual attractions and identify opportunities to promote destinations, activities and events through various graphic and electronic tools.

Creating connections between major destinations, districts/neighborhoods and other attractions has the potential to:

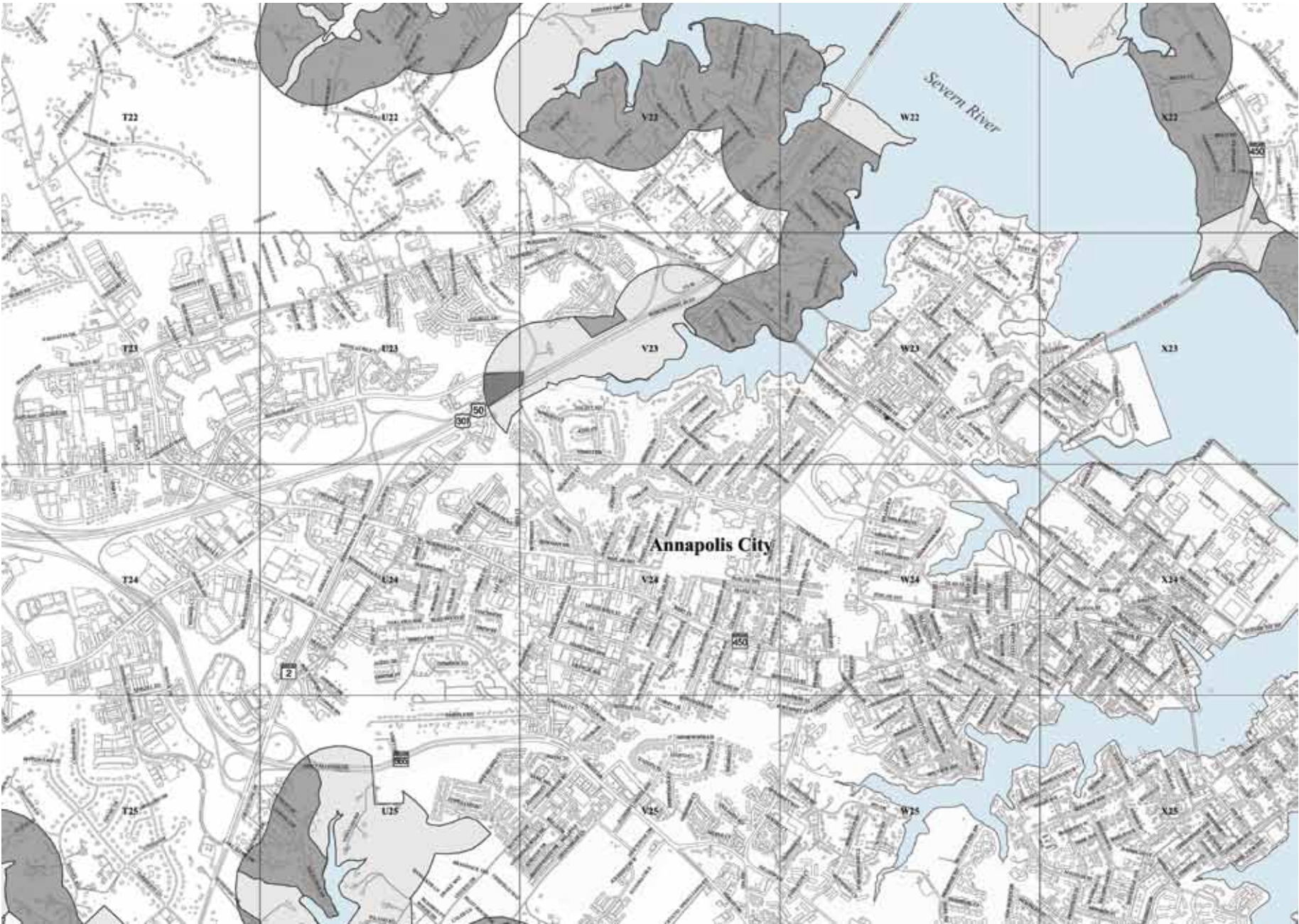
- Increase visibility of the City of Annapolis amenities
- Boost attendance for smaller destinations
- Increase repeat visitation to the City and major destinations
- Better utilize the Circulator and Water Taxi Services

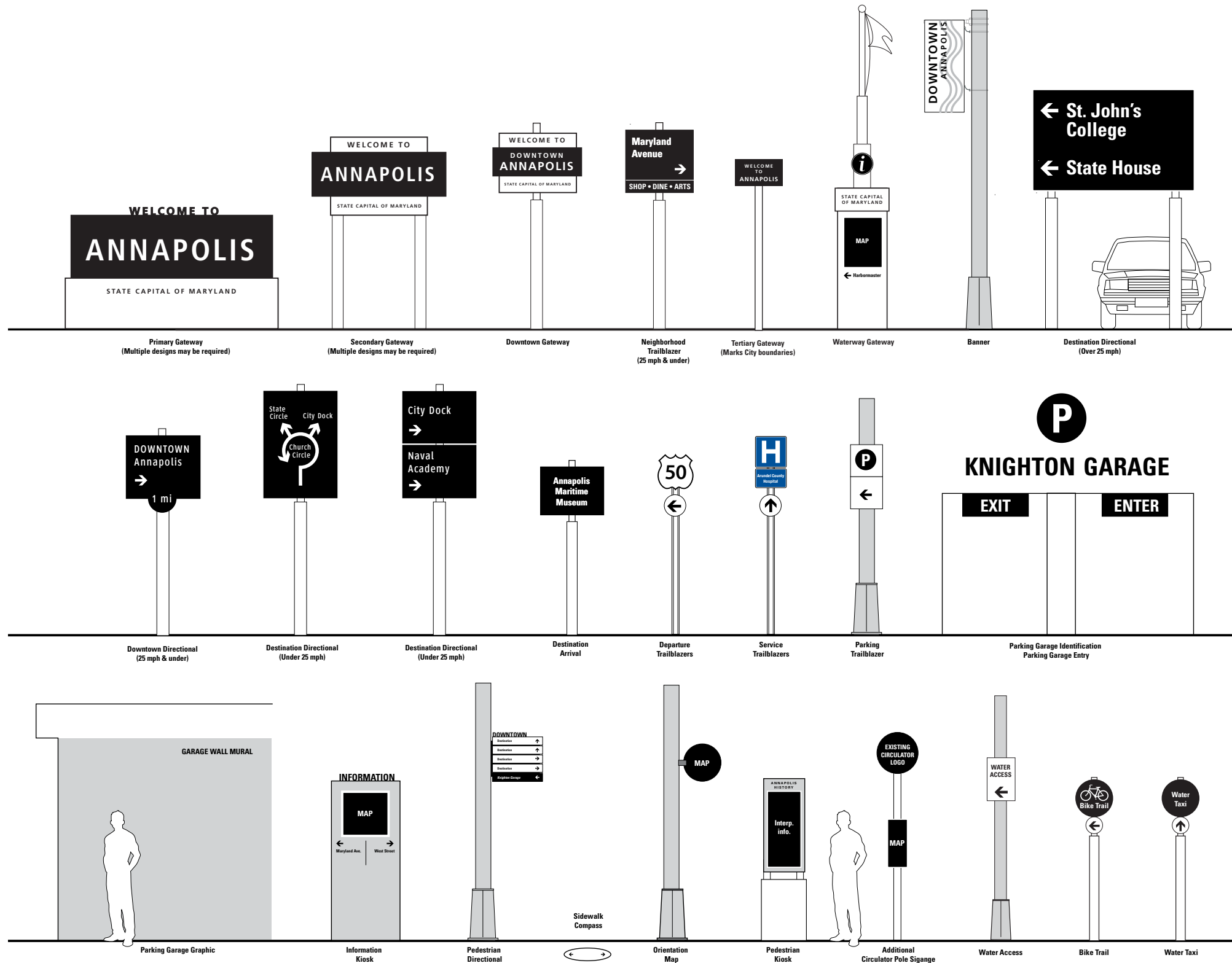
DEPARTURE ROUTES

Departure routes are equally as important as arrival routes, and when possible they should be the same.

This is not always the case because of One-Way streets, no left turns and other traffic regulatory issues.

Any additional interstate trailblazer signs should be coordinated through the Maryland Department of Transportation.





GENERIC MENU OF SIGN TYPES

VEHICULAR

PRIMARY GATEWAY

Identifies arrival to the City and incorporates the brand and Zone. One sign located at each primary gateway into the City limits.

SECONDARY GATEWAY

Identifies primary arrival to the City and incorporates the brand and Zone. One sign located at each primary gateway into Annapolis.

DOWNTOWN GATEWAY

Identifies arrivals to the Downtown and incorporates the brand and Zone.

WATERWAY GATEWAY

Identifies primary arrival to the City from the water. Can also be a information kiosk.

TRAILBLAZER

Trailblazer sign to Neighborhoods, destination streets and major attractions.

DESTINATION DIRECTIONAL

Directs to City attractions.

- Maximum 2 listings per sign
- Maximum 2 lines per attraction
- Goal: 1 sign per city block
- Minimum 150 feet between signs

DOWNTOWN DIRECTIONAL

Directs to Downtown, giving distance.

DESTINATION ARRIVAL

Marks arrival to destination. Offers place for sub-listings of location destinations.

PARKING TRAILBLAZER

Trailblazer signs to public parking lots.

PARKING ARRIVAL

Identifies public parking lots.

BANNERS

Identify Gateways/Zones/Districts/Events and incorporates brand.

SERVICE TRAILBLAZER

Trailblazer signs back to highways.

PEDESTRIAN

INFORMATION KIOSKS

Located at key gathering points. Includes maps, brochures, directions and other visitor information. Electronic/Interactive features TBD.

PEDESTRIAN DIRECTIONAL

Directs to destinations within pedestrian zones. Located at intersections and/or street corners.

ORIENTATION MAP

Provides graphic map of Downtown, City and Region. Located mid-block and/or key pedestrian nodes. Includes distances to destinations.

INTERPRETIVE PANEL

Provides a graphic and written narrative on historical context, data and interesting facts regarding a site or destination.

WATER ACCESS

Directs to Water entry/access points.

ADDITIONAL CIRCULATOR SIGNAGE

Maps/Info on existing circulator signs.

BIKE TRAIL

Directs to bicycle trail entry/access points.

WATER TAXI STAND

Maps/Info at Water Taxi Stops.

SIDEWALK COMPASS

Provides general direction without cluttering up sidewalks.

SECTION 4: STRATEGIES

VISUAL CLUTTER AND SIGN SCALE



Clutter and Scale Issues:

- A. Too many signs on a single pole
- B. Mixing messages
- C. Signs are at same scale
- D. Sign Scale is too small for sign importance
- E. Design is not in context with the environment

The issue of visual clutter is something with which all cities must struggle. Signs, benches, parking meters, bollards and other street furniture all present image, safety and access issues. Solving a citywide problem of “visual clutter” is a much larger issue than just signage and is beyond the scope of work this project currently covers or is charged with correcting, but we recognize it is a criteria that must seriously be considered as we move through the planning and design process.

Annapolis does not have an extreme case of sign clutter, but many current signs that are very similar in scale, i.e. a pedestrian crossing sign is the same size as a parking sign, which is the same size as a sign directing to a destination. This prevents any important wayfinding information from standing out. A wayfinding program with organized, well-designed signs “rise above” the standard DOT signage to help visitors and residents see a clear path to their destination.

How the new wayfinding program cleans up clutter and helps establish a hierarchy:

One of the primary results of a coordinated sign program is that it naturally reduces clutter, by presenting a consistent design and organized information. ONE sign holds multiple messages, rather than multiple signs arbitrarily mounted to a pole.

A hierarchy of information is created allowing major attractions to rise above DOT signage.

Consistent design: Standard colors, graphics, typefaces and size help to present a well-planned community and a uniform identity for the city, as well differentiate them from standard DOT signs.

The design team will attempt to mount pedestrian and parking trailblazer sign types to existing poles whenever possible. This will reduce the quantity of poles added to current street conditions, as well as reduce obstacles for cyclist and pedestrians.



SUSTAINABILITY

TRANSPORTATION

Wayfinding programs can offer the opportunity to reduce the negative impacts that the built environment and transportation can have on our planet.

Wayfinding can have a positive effect on our environment.

PROMOTE SUSTAINABLE TRANSPORTATION:

Wayfinding programs promote the use of sustainable transportation methods by communicating information that encourages the use of bicycle paths, pedestrian walking paths and public transportation. Wayfinding programs help to support the use of these transportation means by making them accessible, user-friendly and promoting their availability.

Pedestrian paths, bicycle routes, Annapolis Transit, Water Taxis and the Circulator should be fully integrated into the wayfinding program, thereby highlighting the City's commitment to sustainability and reducing its carbon footprint.

REDUCE TRAFFIC:
Wayfinding programs help people find their way quickly and efficiently to their desired destination, whether it is a major attraction or a hard to find parking garage. Less time traveled equals less time searching which reduces the carbon foot-print left by the vehicle. Less traffic in the Downtown area can also be supported by the promotion and use of the Circulator.

- PRIORITY 1

Continue to promote the Circulator by advertising the parking garages on the exterior and interior of the trolley.
- PRIORITY 1

Add Pedestrian maps to the existing Circulator Stop poles.
- PRIORITY 2

Direct people to the Water Taxi stand at City Dock and provide additional tourist information at that location.
- PRIORITY 2

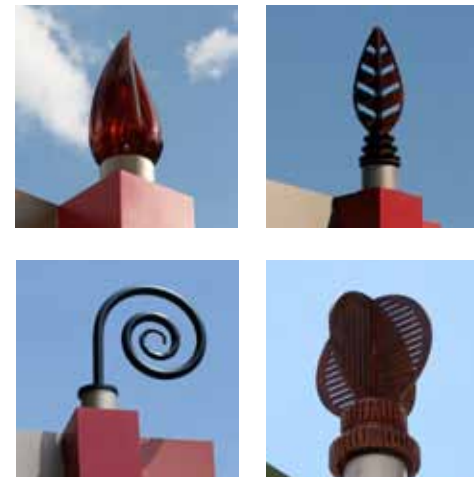
Explore other locations that might be able to have Water Taxi stops with signage and information.



*3M High Intensity
Reflective Vinyl*



*Downtown Phoenix
Reflective Sheeting*



*Asheville, North Carolina
Local Artisans*



Solar Panel



*Miami Beach
Solar Powered Gateway*



*Tampa Riverwalk
Solar Powered Kiosk*

SUSTAINABILITY

MATERIALS AND PROCESSES

Materials and Processes

The design of the wayfinding program shall meet our modern needs and preserve to the greatest degree possible the finite resources of our planet. The wayfinding program may consider a variety of “green” materials and processes, as well as administrative efforts that promote “local” inclusion.

SOLAR POWER:

Solar panels can provide power to the illuminated signs such as gateways and information kiosks. In Tampa, solar-powered kiosk units consume only 2.05 kilowatt-hours (KWh) per month at a cost of 20 cents – in comparison to \$72 per month if the units were powered with tradition fluorescents.

GREEN MATERIALS / REFLECTIVE SHEETING:

The manufacturing process for 3M High Intensity Reflective Vinyl, reduces VOC emissions by 97 percent and energy consumption by 72 percent, compared to the standard engineer grade vinyl sheeting products typically used in the past.

LOCAL CONSTRUCTION:

Some municipalities are awarding extra points to local qualified fabricators during the bid process to help keep the projects local and reduce the need for shipping large portions of the project across the country as well as supporting local businesses.

Some clients are “buying local” by engaging community artisans, who can produce finials and other sign components locally. These local initiatives also support the local economy.

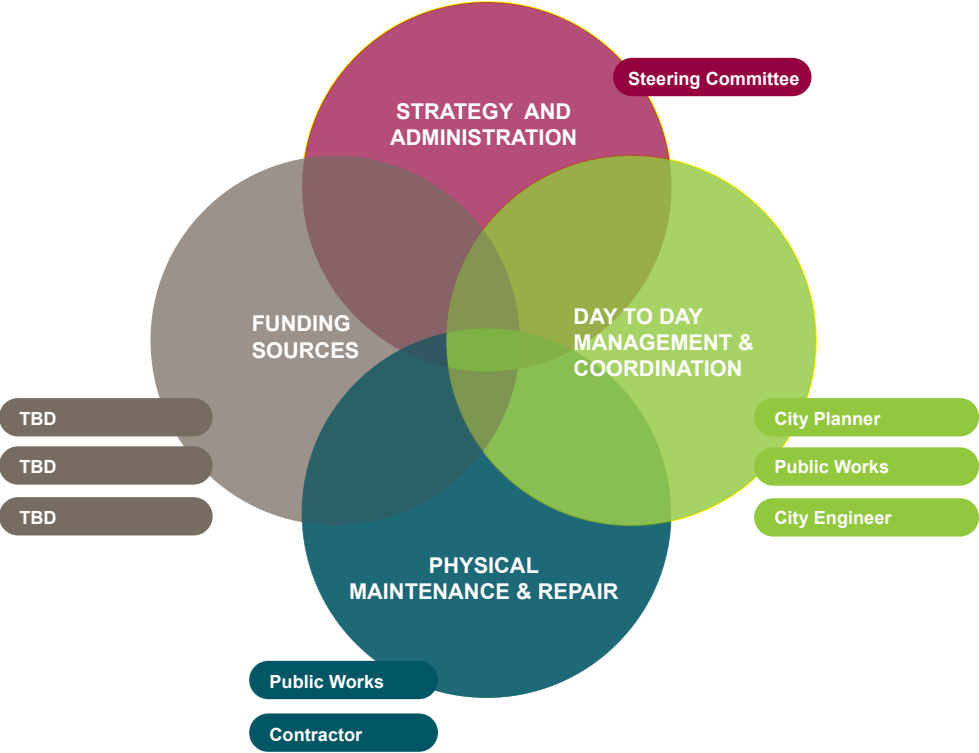


Explore opportunity for solar power for kiosk/gateway at City Dock.

MANAGEMENT AND MAINTENANCE

Sign Longevity	0-4 Years	5-9 years	10-15+ years
Design and Planning	Design: General Evaluation of positive and negative aspects of the system. Planning: City of Annapolis In-house maintenance based on new request and circulation/destination updates.	Design: General Evaluation of positive and negative aspects of the system. Planning: Contract with a consultant to analyze major changes to the City of Annapolis and necessary system adjustments. 1 or 2 updates possible during this time period.	If the system has not been analyzed since implementation, a major updating is likely to be needed. Outside consultants will be required to review and inventory the system, as well as make suggested changes based on new circulation, destinations, etc.
Vandalism	Annual cleaning/repair. Stickers and graffiti are most common. Cleaning solvents and Goo-Gone are typical products utilized.	Parts replacements and full sign replacement as needed. Cleaning solvents and Goo-Gone are typical products utilized.	Parts replacements / full sign replacement as needed. Cleaning solvents and Goo-Gone are typical products utilized.
Cleaning Schedule	Annual Cleaning	Annual Cleaning	Annual Cleaning
Management / Administration	Weekly coordination transitioning to quarterly coordination between City of Annapolis and fabricator during year 1 and 2. Day-to-day monitoring of the system, based on Facilities observations, safety issues and citizens reports.	Annual coordination between City of Annapolis and fabricator. Day-to-day monitoring of the system, based on Facilities observations, safety issues and citizens reports.	Annual coordination between City of Annapolis and fabricator. Day-to-day monitoring of the system, based on Facilities observations, safety issues and citizens reports.
Breakaway Product: Transpo	Maintenance Free - Covered under Warranty for 3 years.	Maintenance Free - consider general review as part of yearly inspection process.	Maintenance Free - consider general review as part of yearly inspection process.
Reflectivity Life Span: 3M High Intensity Diamond Grade	Covered under warranty for 5-7 years	Covered under warranty for 5-7 years. Reflectivity may be effective beyond the warranty period. Individual signs may require sheeting to be replaced during this time period	Reflectivity becomes less effective. if not previously replaced. 10 – 15 years is the maximum lifespan.

Sign Longevity	0-4 Years	5-9 years	10-15+ years
Custom Color Life Span: 3M High Intensity Diamond Grade	Covered under warranty for 3 years. Color generally maintained beyond warranty period, depends on direction sign panel is facing.	Fading may begin depending on the direction sign panel is facing. Individual signs may require sheeting to be replaced during this time period	Fading occurs, if not previously replaced. 10 -15 years is the maximum lifespan.
General Materials: Aluminum Sign Panels & Posts	Specifications require 5 year fabricator warranty for workmanship. General wear-and-tear maintenance required	General wear-and-tear maintenance required.	General wear-and-tear maintenance required.
Painted Surfaces	Covered under manufacturers warranty. General maintenance and touch-up will be required.	Warranty expires. Typically color holds up beyond warranty period. Fading may begin depending on the direction sign panel is facing. Individual signs may require individual parts to be replaced during this time period.	Fading occurs – based on direction sign panel is facing – 10 – 15 years is the maximum lifespan to expect.
Sign Panels / Fasteners	Specifications require 5 year fabricator warranty for workmanship. General repairs and replacement due to auto incidents or vandalism. Inspect welds and fasteners for connection integrity.	Quantity of repairs increases, if not maintained previously. Inspect welds and fasteners for connection integrity.	Consider full inventory of system and repairs based on consistency of maintenance and up-keep over the years.
Brackets/ Fins / Details	Specifications require 5 year fabricator warranty. General repairs and replacement of parts due to auto incidents or vandalism. Inspect welds and fasteners for connection integrity.	Quantity of repairs increases, if not maintained previously. Inspect welds and fasteners for connection integrity.	Consider full inventory of system and repairs based on consistency of maintenance and up-keep over the years.
Concrete Footers	Maintenance free. Inspect structural integrity – similar to any construction project.	Maintenance free. Inspect structural integrity – similar to any construction project.	Maintenance free. Inspect structural integrity – similar to any construction project.



DAY-TO-DAY MAINTENANCE PROCESS FOR
REPAIR OR REPLACEMENT OF EXISTING SIGNS

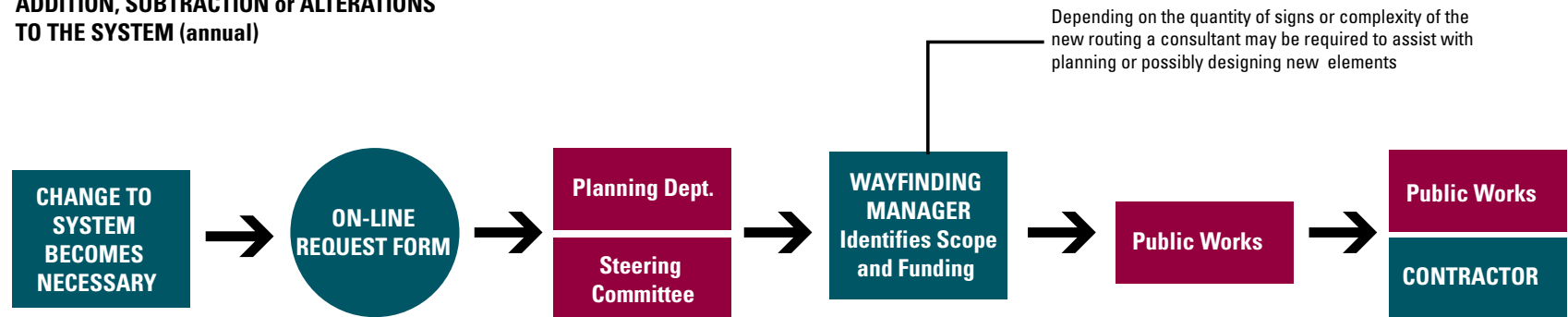


City Public Works & Staff
Monitor Sign Program

WAYFINDING MANAGER (TBD)
Places Order with
Approved Vendor

City: Quality Control
Contract: Fabrication and Installation

LONG TERM MAINTENANCE PROCESS FOR
ADDITION, SUBTRACTION or ALTERATIONS
TO THE SYSTEM (annual)



DESTINATION
Identifies Need

DESTINATION
Submits Online Request Form
to WAYFINDING MANAGER

Based on program criteria
Planning Dept. and
Steering Committee
Reviews Request

WAYFINDING MANAGER: Quality Control
City: Approves Funding

City Places Order with
Approved Vendor

City: Quality Control
Contract: Fabrication/ Installation

MANAGEMENT AND MAINTENANCE

CONTINUED

After approval of a sign design, the City of Annapolis will seek approval for sign routes, final sign locations, and an ongoing maintenance and management plan. With the approval of these standards the City will have approval for the full installation of signs.

MANAGEMENT

The establishment of a governing body that oversees the funding, maintenance and expansion. A project manager must be assigned the responsibility of the day to day management of the system.

Maintenance Funding and Contracts

Maintenance should be a shared responsibility between the City and the programs Stakeholders.

Average annual maintenance budget is 10% - 15% of the total project construction cost.

Stakeholder Contribution Contracts

Create Maintenance Agreement contract among the Stakeholders:

- Option A: Based on quantity of listings
- Option B: Equally Distributed
- Option C: Sliding Scale
- Option D: Ranking by Significance

Annual Budgets

Generally 10% - 15% of the total phasing cost should be established for annual maintenance of the system.

Initial “attic stock” of parts should be included in the base bid of each phase of the project.

By purchasing materials and parts in a large quantity the City will reduce its overall costs. Attic stock can include poles (painted), sign panels (painted/no lettering), brackets finished and painted, and other parts.

APPENDIX A

CRITERIA FOR INCLUSION

The Wayfinding and Signage System for the City of Annapolis is a comprehensive project that will be designed to serve the needs of motorists and pedestrians. Level 1 of the System is focused on the motorist and is City-wide in scope. Level 2 is focused on pedestrians, primarily within the Downtown area.

Because the Wayfinding System cannot accommodate all businesses and destinations that would like to be a part of the system, an objective set of destination inclusion criteria has been developed. This list is based on standards that have been used in cities around the country.

Listed below is a two-step process for determining whether or not a particular destination will be considered a part of Annapolis’s Wayfinding System Project. Destinations failing to be eligible under Step 1 will not be considered for inclusion. Destinations MUST qualify under both Steps 1 and 2 to be listed on associated system signage.

STEP 1: ELIGIBLE CATEGORIES

Destinations must fall under one of the following categories and meet the criteria established for this system.

Color Codes Used:

- Destination types shown in green are those that currently apply to the City of Annapolis.
- Destination types shown in black are listed in the event that a facility of a particular nature would be developed sometime in the future.

Note: Each eligible destination is designated as applicable to a particular level of the Wayfinding System. Level 1 = Motorist signage; Level 2 =Pedestrian signage

100. COMMERCIAL ATTRACTIONS

103. Breweries: A licensed site which shall be open to the General public for tours, tasting and sales, a minimum of 1,500 hours per year, and provide an educational format for informing visitors about beer and beer processing. *Permitted: Level 1 & 2*

104. Caverns and Other Unique Natural Areas: A naturally occurring area or site of interest to the general public. Such areas may include caverns, waterfalls, caves, or special rock formations. *Permitted: Level 1 & 2*

105. Commerce Parks: A group of commercial manufacturing facilities, at least 25 acres in size, recognized and signed as a commerce park by the local authorities. *Permitted: Level 1 & 2*

108. Roadside Farm Markets: A stationary retail sales establishment operated by one or more farmers for the purpose of selling farm and food products directly to consumers. Operations by which the consumer harvests their own farm or food products shall be considered roadside farm markets. Roadside farm markets shall be open at least two days per week throughout the harvest season or year. *Such facilities are not eligible for signage under this system.*

109. Specialty Shopping Centers: A group of 12 or more specialty shops (antique, craft, outlet, farmers’ market, etc.) retail stores, and restaurants with ample parking facilities. Specialty shops must offer goods or services of interest to tourists and that derive the major portion of their income during the normal business season from motorists that do not reside in the immediate area. The goods or services shall be readily available to tourists, without the need for scheduling appointments or return trips. *Permitted: Level 1 & 2*

110. Wineries: A licensed site, which produces a maximum of 200,000 gallons of wine per year. Winery shall maintain a minimum of 3000 vines or five acres of vineyard onsite or estate vineyards. Winery must be open to the general public for tours, tasting and sales a minimum of 1500 hours per year, and provide an educational format for informing visitors about wine and wine processing. *Permitted: Level 1 & 2*

111. Zoos, Zoological Gardens, Animal Parks and Aquariums: A place where animals, reptiles or fish are kept, often indoor and outdoor spaces. The facility must have facilities that are open to the general public. *Permitted: Level 1 & 2*

200. COMMUNITY DESTINATIONS

201. Business Districts: An area within a city or borough which is officially designated as a business district by local officials. *Permitted: Level 1 & 2*

202. Courthouses/Government Buildings: A public building, structure, or complex used by a federal, county, state or municipal government for the purpose of convening official legal activities and that is open to the public. *Permitted: Level 1 & 2*

203. Fairgrounds: Includes county and state fairgrounds. *Permitted: Level 1 & 2*

CRITERIA FOR INCLUSION

SIGNAGE SYSTEM

204. Military Bases: A facility operated by the State or Federal government for training or support of military troops, or for inventorying and warehousing military equipment. *Permitted: Level 1*

207. Shopping Centers – Neighborhood: A group of 15 or more shops, retail stores, or restaurants usually concentrated within a neighborhood, often at a corner, that functions as the node or nucleus of the neighborhood(s) surrounding its location. *Permitted: Level 1 & 2*

208. Shopping Districts: A group of 30 or more shops, retail stores, or restaurants usually grouped along a street or within a neighborhood typically spanning two or more contiguous blocks. *Permitted: Level 1 & 2*

209. Urban Neighborhoods: A residential community, which is organized in a formal association that meets a minimum of 4 times a year. *Neighborhoods receive only an Arrival ID sign, no directional signage.*

300. CULTURAL/INSTITUTIONAL

301. Arenas: Includes stadia, auditoria and civic or convention centers. *Permitted: Level 1 & 2*

302. Churches: A building used for public worship or spiritual gatherings of its visitors. *Such facilities are not eligible for signage under this system.*

303. Colleges or Universities: An educational institution that is nationally accredited, grants degrees at the associates, bachelorette, professional, masters, and/or doctoral levels, and that has a physical campus of at least 5 acres. *Permitted: Level 1 (Campus signage is the responsibility of the destination.)*

304. Hospitals: An institution providing primary health services and medical or surgical care to persons, primary inpatients, suffering from illness, disease, injury, deformity and other abnormal physical or mental conditions. The facility must have 24-hour emergency care with a doctor on duty at all times. *Permitted: Level 1 (Campus signage is the responsibility of the destination.)*

305. Institutions: A center operated by a municipal, county, state, or federal government unit that is open to the public. *Permitted: Level 1 & 2*

306. Libraries: A repository for literary and artistic materials, such as books, periodicals, newspapers, recordings, films, and electronic media, kept and systemically arranged for use and reference operated either by the City of Annapolis or by a non-profit organization. Video outlets (i.e. Blockbusters, Hollywood Video, etc.) do not qualify under this definition. *Permitted: Level 2*

307. Museums: A facility in which works of artistic, historical, or scientific value are cared for and exhibited to the General public. *Permitted: Level 1 (Campus signage is the responsibility of the destination.)*

308. Observatories: A facility designed and equipped to observe astronomical, meteorological or other natural phenomena. *Permitted: Level 1 & 2*

312. Specialized Schools: Any facility for the performing arts, exhibits, or concerts, which meets the age criteria for Middle/Junior and/or Senior High Schools (as defined above) and that has a minimum occupancy capacity of 200 people that is open to the public. The school must otherwise meet MDOT requirements for signage to be included under this system. *Such facilities are not eligible for signage under this system.*

313. Theatres, Performing Arts, and Concert Halls: Any not-for profit facility used for the public's enjoyment of the performing arts that has a minimum occupancy capacity of 200 people and associated parking. *Permitted: Level 1 & 2*

400. HISTORICAL/ARCHITECTURAL

401. Historic Sites: A structure or place of historical, archaeological or architectural significance listed on or eligible for listing on the National Register of Historic Places maintained by the U.S. Department of Interior or otherwise designated by the City of Annapolis. The site must be accessible to the general public and provide a place where visitors can obtain information about the historic site. *Permitted: Level 1 & 2*

Historic Sites may include the following types, provided they meet the above criteria:

- Houses
- Commercial buildings
- Farms, farmsteads and barns
- Religious sites, churches, cemeteries and monuments
- Bridges
- Bayous
- Railroad Stations
- Waterbodies

402. Historic Districts: A district or zone listed on or eligible for listing on the National Register of Historic Places maintained by the U.S. Department of Interior or otherwise designated by the City of Annapolis. Historic districts may provide the general public with a single, central location such as a self-service kiosk or welcome center, where visitors can obtain information concerning the historic district. *Permitted: Level 1 & 2*

Historic Districts may include, but not be limited to, the following:

- Historic residential streets
- Shopping streets and districts
- Courthouses and public buildings
- Landmarks
- Buildings of architectural, design, or artistic merit

403. Architectural Districts: A district or area that has a significant concentration of buildings that are exemplary examples of a particular architectural style as determined by the City. Often architectural districts may be the focus of walking or motor tours. *Permitted: Level 1 & 2*

500. RECREATIONAL

501. Docks, Piers & Waterfronts: Areas with access to and views of the rivers, streams, inter-coastal waterways, or Chesapeake Bay areas of the state, which are recognized by the City, county, or state as having significant recreational or cultural value and are open to the public a minimum of 180 days per calendar year. *Permitted: Level 1 & 2*

502. Boat Launches: A public facility for the launching of boats and parking of motor vehicles and trailers. *Permitted: Level 1*

503. Campgrounds: A facility with continuous operation for at least 6 months per year and a minimum of 20 overnight sites. An attendant shall be available during the hours of operations and rest rooms with showers, running water and flush toilets shall be available. A public telephone also shall be available on the site or within 500 feet of the property. Accommodations sold on annual or time-sharing basis or otherwise not available for General public use will not be counted toward the minimum requirements. *Such facilities are not eligible for signage under this system.*

CRITERIA FOR INCLUSION

SIGNAGE SYSTEM - CONTINUED

504. Canoeing, Rafting, and Kayaking: Public areas with established canoeing, rafting, and/or kayaking facilities. Individual private facilities are not eligible for signage. *Permitted: Level 1 & 2*

505. Golf Courses: A golf facility open to the public and offering at least nine (9) holes of play. Miniature golf courses, driving ranges, ship and putt-putt courses, and indoor golf shall not be eligible. *Permitted: Level 1*

506. Hiking and Biking Trails/Routes: Areas designated for recreational hiking, biking, walking, etc. which are publicly accessible, and owned and maintained by either the Local or County government or the State Department of Conservation and Natural Resources, or non-profit organizations. Signs will only be installed at locations that direct the motorist to an established trailhead with parking facilities. *Permitted: Level 1 & 2*

508. Hunting and Fishing Areas: Areas so designated and under the jurisdiction of the State Department of Agriculture and Consumer Services, Department of Environmental Protection, or the California Department of Fish and Game. *Permitted: Level 1*

509. Marina: A public facility for the docking of boats, as well as embarking and disembarking from watercraft. Parking for motor vehicles must be located nearby. *Permitted: Level 1 & 2*

510. Parks: National, State, Regional and Forests: An area so designated and under the jurisdiction of the state Department of Natural Resources, State Historical Commission, National Park Service, U.S. Department of the Interior, county government, or non-profit organization with facilities open to the general public. *Permitted: Level 1 & 2*

511. Parks – County: An area so designated and under the jurisdiction of the Anne Arundel County government with facilities open to the general public. *Permitted: Level 1 & 2*

512. Parks – City: An area so designated and under the jurisdiction of the City of Annapolis with facilities open to the general public and with enough amenities that its appeal is broader than a particular neighborhood or singular district. *Permitted: Level 1 & 2*

514. Sports Facilities: Regional (multi-jurisdictional) facilities such as minor league and little league baseball fields, youth athletic fields, BMX courses, skateboard parks, etc. *Permitted: Level 1 & 2 Recreational fields associated with K-12 schools are not considered a part of this system.*

CRITERIA FOR INCLUSION

SIGNAGE SYSTEM - CONTINUED

515. Water Skiing: Areas designated for water skiing, jet skiing, or motorboats.
Permitted: Level 1

600. TOURIST SERVICES

601. Bed and Breakfast Establishments/Boarding Houses: A private residence located in Rural Area that contains ten (10) or fewer bedrooms used for providing overnight accommodations to the public, and which breakfast is the only meal served and is included in the charge for the room. *Such facilities are not eligible for signage under this system.*

602. Historic Inns: A facility located in a Historic Downtown Area that contains 25 or fewer rooms and also has full service dining. *Such facilities are not eligible for signage under this system.*

606. Scenic Overlooks: An area, usually at the side of the road, where persons can observe a scenic area such as significant geology, unique botanical resources, or across expanses of land or water. *Permitted: Level 1 & 2*

607. Visitor Information Centers: A facility where the primary purpose of its operation is to provide, information and tourist supportive services. Adequate parking must be provided to support such center. *Permitted: Level 1 & 2*

700. TRANSPORTATION

701. Airports: A public use facility licensed by the MDOT for landing and takeoff of aircraft, and for receiving and discharging passengers and cargo. *Permitted: Level 1 (Campus signage is the responsibility of the destination.)*

702. Ferry and Water Taxi Stations: A passenger terminal or dock utilized for discharging and picking up passengers and/or ticketing. *Permitted: Level 1 & 2*

703. Heritage Roads, Historic Routes and Trails: A road, trail, or route designated by MDOT, United States Department of the Interior, or other Federal agency as being part of a national or state recognized historic or heritage park/trail system. Bike paths are not eligible for signage under this system. *Permitted: Level 1 & 2*

704. State Highways: A state designated, limited access highway. *Permitted: Level 1*

705. Parking Lots, Garages & Decks: A parking facility for public parking. These include all City or privately owned lots. Fees may or may not be charged for parking.
Permitted: Level 1 & 2

706. Railroad / Bus Transfer Stations: A major passenger terminal (at the terminus of a route) utilized for discharging and picking up passengers and ticketing. METRO transportation bus stops, benches, and bus shelters located along a route are not eligible for signage under this system. *Permitted: Level 1 & 2*

707. Water Tours: A guided tour on a body of water using a passenger-carrying vessel with access to a docking facility and adequate legal parking. *Permitted: Level 2*

STEP 2: CRITERIA RANKING TEST

The criteria ranking test is a standard test utilized in multiple cities around the country. Its purpose is to determine whether or not a particular destination qualifies for listing within the City of Annapolis Wayfinding and Signage System. To determine the destinations qualification it must be ranked using the objective criteria outlined below.

If a destination has passed the test for Step 1 (pages 4.1–4.4), then it qualifies for being examined under Step 2: the Criteria Ranking Test.

A minimum score of 55 is needed to be signed as a destination as a part of the City of Annapolis's Wayfinding and Signage System Project.

NOTE: Eligibility is subject to available funding and approval. A score of 55 or higher does not guarantee inclusion into the wayfinding signage program.

1. SIZE OF ATTRACTION

An attraction should report the total number of full time employees or full time equivalent for part-time employees, during the attraction's peak season. For example, an employee who works 50 percent of a normal full-time employee should be counted as .5. Non-profit attractions can count volunteer staff, using the same method of equivalent calculation.

Number of Full-Time Employee Equivalents:

101+	25
51-100	20
11-50	15
<10	10
SCORE	_____

2. ADEQUATE ROAD SYSTEM

Paved Access Road/Entrance with clearly visible entrance signing	10
Unpaved Access/Road Entrance with clearly visible entrance signing within 200 feet of entrance	5
Unclear Entrance with sign not clearly visible within 200 feet of entrance	0
SCORE	_____

3. ADEQUATE PARKING FACILITIES

Sufficient parking based on the Institute of Transportation Engineers Standards for Parking Generation, 2004 for the acceptable ratio of attraction attendance capacity and parking spaces on a paved area.	15
Sufficient parking based on the Institute of Transportation Engineers Standards for Parking Generation, 2004 for the acceptable ratio of attraction attendance capacity and parking spaces on an unpaved area.	10
Only legal on-street parking or parking in municipal lots or garages within ¼ mile of the attraction.	10
Insufficient parking on attraction property based on the Institute of Transportation Engineers Standards for Parking Generation, 2004, for the acceptable ratio of attraction attendance capacity and parking spaces.	5
No parking	0
SCORE	_____

CRITERIA FOR INCLUSION

SIGNAGE SYSTEM - CONTINUED

4. SEASONAL OPERATION

Open 12 months per year	20
Open at least 6 months per year	15
Open less than 6 months per year	5
SCORE	_____

5. HOURS OF OPERATION

Open 56 or more hours per week	20
Open between 40 and 56 hours per week	10
Open less than 40 hours per week	5
SCORE	_____

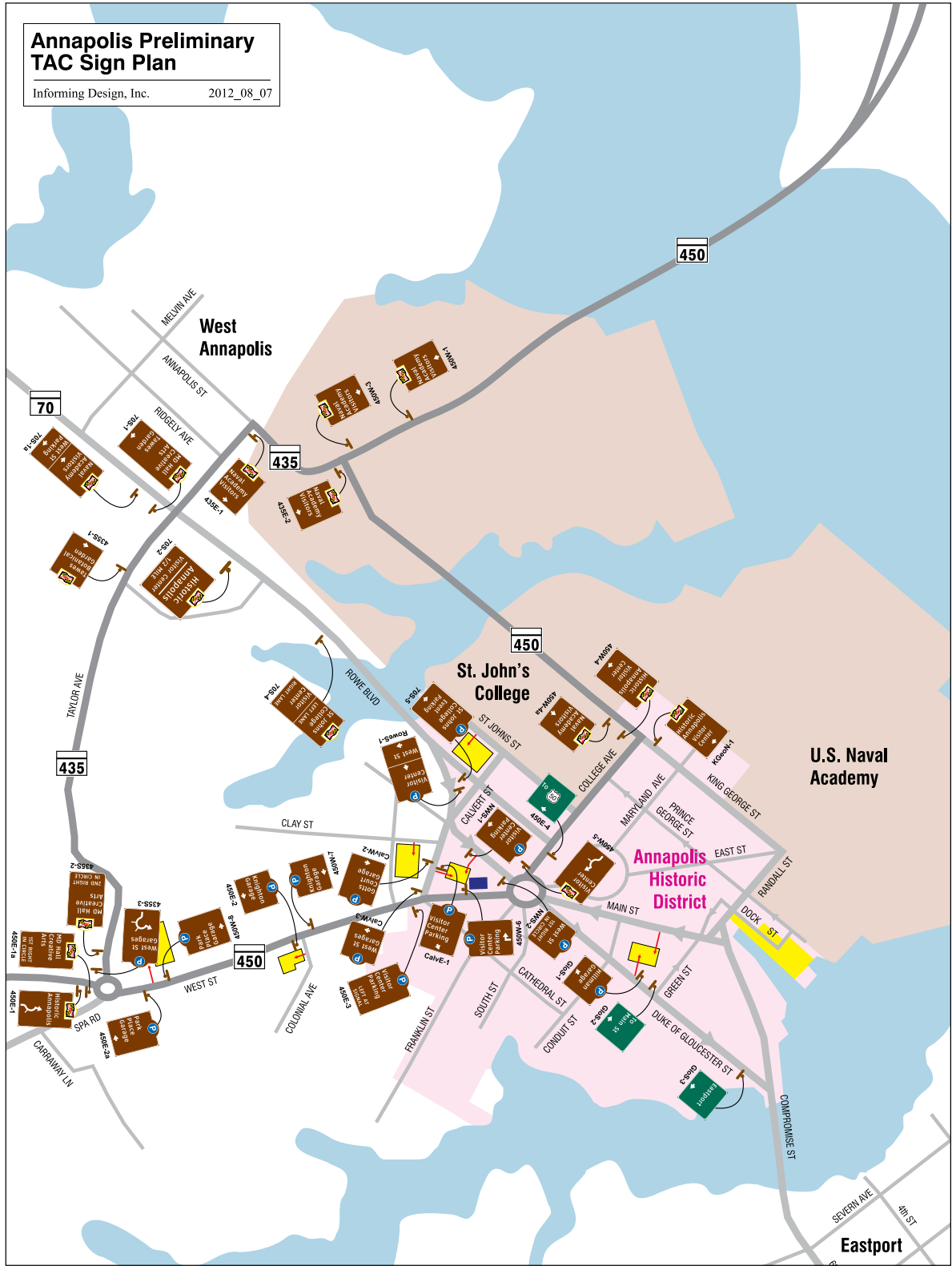
6. ATTRACTION OF REGIONAL SIGNIFICANCE AS IDENTIFIED BY STAKEHOLDERS/CITY

National Recognition	20
Regional Recognition	10
Local Recognition	5
SCORE	_____

The minimum score to qualify is 55. GRAND TOTAL _____

APPENDIX B

TAC SIGNAGE



TAC signage examples

TAC SIGNAGE

Tourist Area and Corridor (TAC) Signing is a system of supplemental guide signs provided by Maryland SHA which directs motorists to qualified individual attractions. Attractions are grouped by geographical area and sub-area. A limited TAC signage plan has been proposed to the City of Annapolis. The signs fall under the “Individual Attraction Trailblazing” section of TAC signage.

Individual Attraction Trailblazing

All signing shall meet the MD MUTCD and AASHTO requirements, the Maryland Book of Standards, SHA guidelines, Maryland Roadside Design Manual guidelines and Maryland Standard Specifications for Construction and Materials. Warning, regulatory and route guidance signing takes priority over TAC signing at an intersection. Individual attractions in an area or between two areas are eligible for trailblazers.

TAC Signage does NOT support...

- Multiple modes of transportation (vehicular ONLY).
- Multiple wayfinding tools (signage ONLY).
- The reduction of visual clutter.
- A consistent graphic language / identity.
- The context of the place.
- The physical / functional limitations of the place.

Recommendations

TAC signage does not provide a wholistic approach to solving the wayfinding issues in Annapolis. TAC signage ignores gateways, kiosks, public transportation, pedestrian directionals and other wayfinding communication tools vital to getting visitors around the City in a safe and effective manner. Mixing TAC signage with a City program will only create visual and sign clutter.

The intent of this wayfinding analysis and the overall MERJE approach is to provide a comprehensive wayfinding philosophy to wayfinding (beyond vehicular signage) and present a seamless journey for a visitor to Annapolis, through the use of a consistent and graphic language and a personalized welcoming message.

TAC signage is generic to all Maryland cities and does not take into account the context of a historic city like Annapolis, which has physical and functional limitations due to small streets and narrow brick sidewalks, traffic circles, etc.

SCHEMATIC DESIGN
MERJE DESIGN WITH TAC SIGNS

